



PERSONA-BASED LIFECYCLE AUTOMATION

FUELLED BY DATA-DRIVEN INSIGHTS

GOLF ONLINE: SUCCESS AT A GLANCE

GolfOnline revolutionized how they used their data by revealing personas, allowing them to expand their automated programs to include sophisticated customer lifecycle campaigns.

In response to their rapid expansion across Europe, the GolfOnline marketing team needed to scale their ability to make their data work for them to strengthen customer loyalty.

GolfOnline turned their commerce data into manageable and meaningful information that could then be used to automate highly targeted and relevant campaigns across all customer personas.

With clear and actionable data enabling automation by persona, GolfOnline built a very strong foundation for highly relevant campaigns that engage contacts according to their value to the brand.

Using smart win-back campaigns and highly intelligent post-purchase campaigns, GolfOnline reached their goal of maximizing revenue from existing customers by using key segments.

410,000+

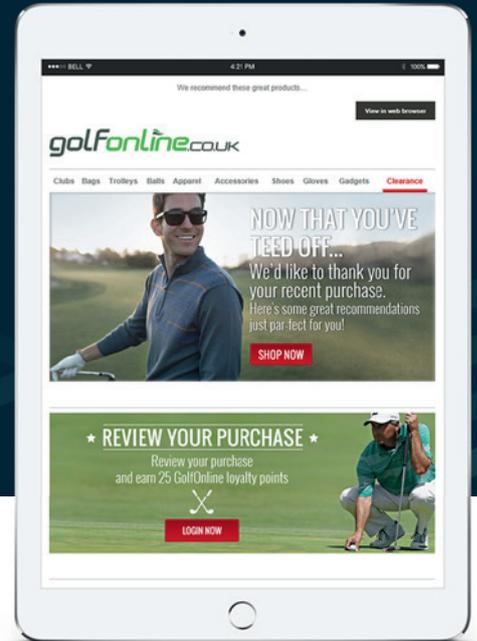
emails sent per month

+26%

increase in Year-on-Year
Revenue

“With so much customer data, generated from so many different regions, we weren’t sure how to most effectively use it to reach our goals. We couldn’t really differentiate between customers, or know how to engage with them to maximize retention rates.”

- Rumit Patani, Marketing Director, Golf Online



THE CHALLENGE

GolfOnline enjoyed a strong expansion across Europe by building a reputation for providing excellent products and customer service. The GolfOnline marketing team needed the tools that would let them effectively accommodate the ever-growing number of customers, while building long-standing brand loyalty.

GolfOnline needed a scalable solution that would support effective customer engagement without sacrificing quality, enabling them to:



IDENTIFY & SEGMENT BY MEANINGFUL ATTRIBUTES

With more customers and regions to serve, the GolfOnline marketing team needed to invest more time in differentiating between their different customer types. What they lacked was a method to separate all the different types of customer in their rapidly expanding contact database, which made creating personalized interactions much harder.



INCREASE CUSTOMER LOYALTY

GolfOnline noted peaks in customer growth did not translate to sustainable revenue streams, indicating that customers only made one or two purchases before becoming inactive. Identifying those most likely to return, and automating the content execution to encourage repeat purchases, was seen as a key requirement for growing the number of active customers.



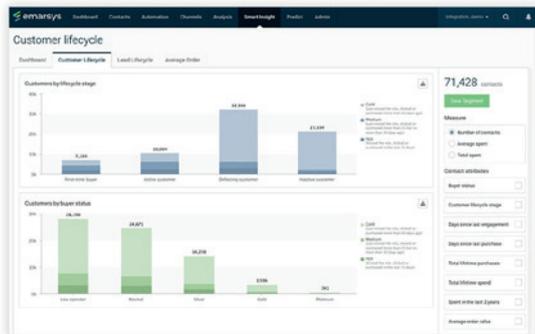
CAPITALIZE ON PURCHASE MOMENTUM

GolfOnline had a strong tradition of post-purchase follow-ups, but were struggling to keep up with the growth in variety of product-to-people combinations as they entered new markets. In order to provide the same excellent customer experience along each different journey, they needed a solution that would automate the process for them.

THE SOLUTION

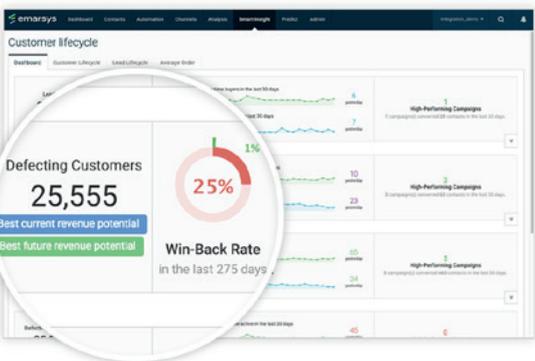
The powerful segmentation and programmatic automation capabilities of the Emarsys B2C Marketing Cloud proved to be the perfect fit for GolfOnline. With intuitive tools that help reveal critical customer attributes and intelligently group by persona, the GolfOnline marketing team could implement a differentiated customer experience for each individual.

With data transformed by Emarsys analytics, GolfOnline was able to lay the foundation for a new marketing strategy that would enable them to:



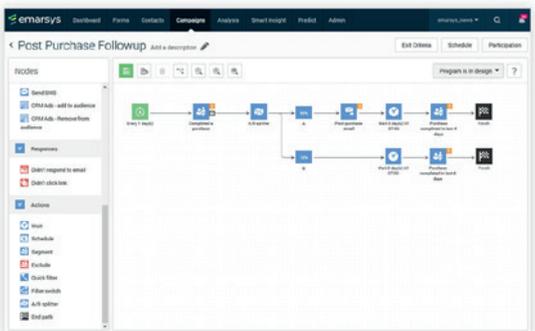
DISCOVER PERSONAS

Emarsys' lifecycle data tools allowed GolfOnline to reveal the different personas in their database, and then create intelligent, data-driven segments that could be targeted with content tailored to their status. The GolfOnline marketing team could then effortlessly build strategic marketing campaigns across lifecycle and product affinities.



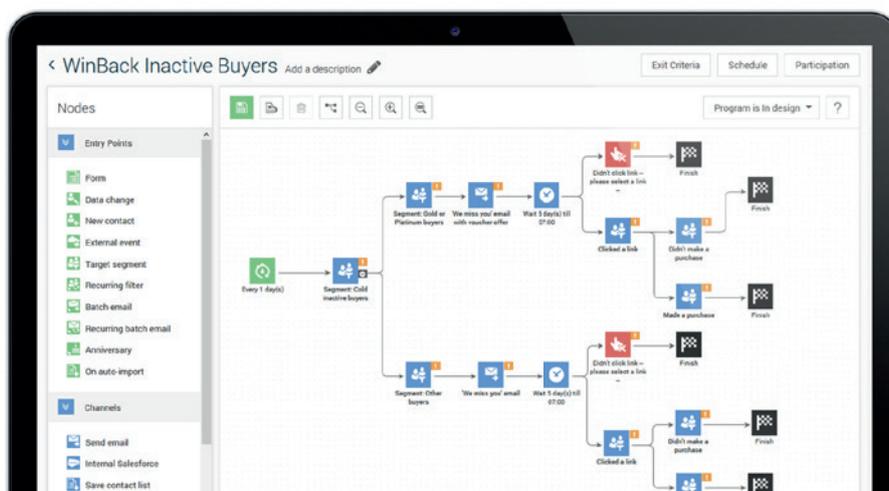
AUTOMATE WIN-BACK EXECUTION

With access to information on which customers were likely to defect, as well as conversion motivators, GolfOnline was able to design advanced win-back campaigns. Pairing smart segments with automated multi-step campaigns enabled their marketing team to grow their active customers while minimizing churn.



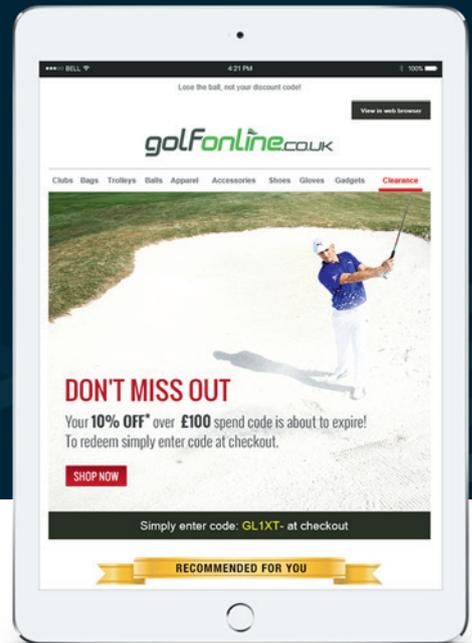
IMPLEMENT DATA-DRIVEN POST-PURCHASE TREATMENT

With powerful new insights that combined buyer status and product affinity with purchase triggers, GolfOnline was able to build highly targeted and effective post-purchase automation programs. With fewer manual execution requirements, the marketing team had more time to measure and adjust their strategies with in-depth value control metrics and lifecycle statistics.



“Smart Insight has helped us to highlight the different personas in our database, as well as their product affinities. The information allowed us to build better campaigns, which has in turn improved our long-term engagement rates.”

- Rumit Patani, Marketing Director, Golf Online



THE RESULTS

The Emarsys B2C Marketing Cloud transformed the GolfOnline contact database into an information-rich cornerstone of their engagement automation strategy.

The ability to easily highlight key trends within their customer lifecycles, and identify product affinities, has dramatically improved the way they treat customers in order to maximize conversion opportunities.

With deep data insights, GolfOnline creates better, fully automated campaigns with powerful testing capabilities that have strongly contributed to improved engagement rates.

GolfOnline's marketing strategy continues to grow from strength to strength due to their new comprehensive view of data, performance, and engagement, which now offers them an endless amount of opportunities.

+15.78%

uplift from Post-Purchase automation

+160.14%

uplift from Defective Buyer win-back programs

+80%

uplift from a single 3-stage Welcome campaign

golFonline

Founded in 2000 as one of the first online golf stores in the UK, GolfOnline has since grown into one of Europe's largest stockists of top-branded golf equipment.

They serve customers across the UK and Europe with one of the widest product ranges available, backed up by amazing customer service.

www.golffonline.co.uk

emarsys

Emarsys is a leading global provider of cloud marketing software for B2C companies, and the first B2C Marketing Cloud. The company provides actionable intelligence to enterprises targeting their customers, combining machine learning and data science with true personalization and multichannel delivery to reach customers most effectively, while maximizing engagement and results. With more than 500 employees in 16 global office locations, Emarsys serves more than 1,500 clients in 140 countries.

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