



ENHANCING CUSTOMER LOYALTY:

COMBINING VALUE CONTROL WITH STRATEGIC SUPPORT

JAPAN CENTRE: SUCCESS AT A GLANCE

Emarsys technology enabled Japan Centre to develop deep, data-driven customer insights that transformed their engagement strategies along the entire customer lifecycle and boosted uplift through enhanced customer loyalty.

AI driven algorithms defragmented and unified customer data across all touchpoints, transforming Japan Centre's customer database into dynamic segments according to brand interactions and value.

Real-time reporting, and statistically proven value indicators derived from control groups, enabled Japan Centre to rapidly assess and build on successful campaigns, resulting in significant uplift and ROI growth.

In addition, the Japan Centre team took advantage of Emarsys Strategic Services' expertise to make sure that they were maximizing the potential of their new technology and optimizing engagement strategies for their business case.

+54% Uplift

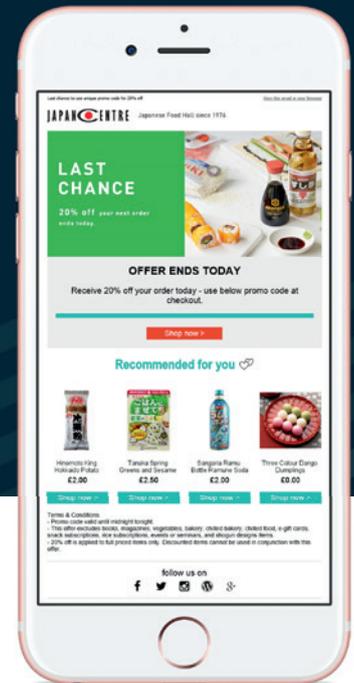
from Abandoned Cart programs

+380% Growth

in lead conversion rates

“There was no easy way to segment our customer database. We didn’t have a 360° view of our customers or the customer lifecycle, and we didn’t have the tools to personalize our campaigns based on product affinity, purchase, or browsing behavior.”

- Svetlana Novichkova, Head of E-commerce, Japan Centre



THE CHALLENGE

The Japan Centre marketing team wanted to better use their data to build more engaging and relevant campaigns, while moving away from resource intensive manual tasks like segmentation. With over 3,000 products, they needed an intelligent solution that would not only highlight which products resonated with which customers, but could also automatically deliver lifecycle status-relevant content.

Japan Centre needed the blend of market leading technology and expertise to tailor and develop their strategy, enabling them to:



UNLOCK CUSTOMER INSIGHTS

Japan Centre identified a strong need to improve their customer insights in order to create customer personas by cross-referencing customer lifecycle information with product affinities. In addition to sending personalized content, the Japan Centre marketing team also needed to know when to engage customers, and needed the technology to connect these two variables to execute timely and effective retargeting campaigns.



TAILOR THEIR STRATEGY

The Japan Centre marketing team wanted their strategy bespoke to their specific business needs, ensuring that the new technology produced the maximum impact. Benchmarking their proposed strategy against best practices looked to be a daunting and time-consuming task, and so access to expert and industry-experienced advisors was seen as a key requirement for success.



AUTOMATE CAMPAIGN MANAGEMENT

Japan Centre identified a strong need to move away from manual work by automating as much of their campaign efforts as possible, and maximizing return on any manual work. With so many products and customers, the Japan Centre marketing team needed the ability to effortlessly create, automate, test, and optimize campaign content at scale.

THE SOLUTION

The Emarsys B2C Marketing Cloud proved to be the perfect match for Japan Centre, combining advanced data processing capabilities with intuitive cross-channel automation. Support from experienced Strategic Services advisors meant that the Japan Centre marketing team could align their strategy and tools to meet business objectives from day one.

With Emarsys, Japan Centre was able to implement a brand new customer loyalty enhancement strategy to drive uplift, with:

1. FULL CUSTOMER PROFILE OVERVIEWS

Emarsys enabled Japan Centre to defragment and unify all of their customer data across all different online and offline touchpoints, through data science and advanced machine learning that enabled a deep understanding of every single customer. From there, smart analytics scored and categorized customers by their behavior and affinities, creating segments that could then be targeted with programs optimized to encourage conversions.



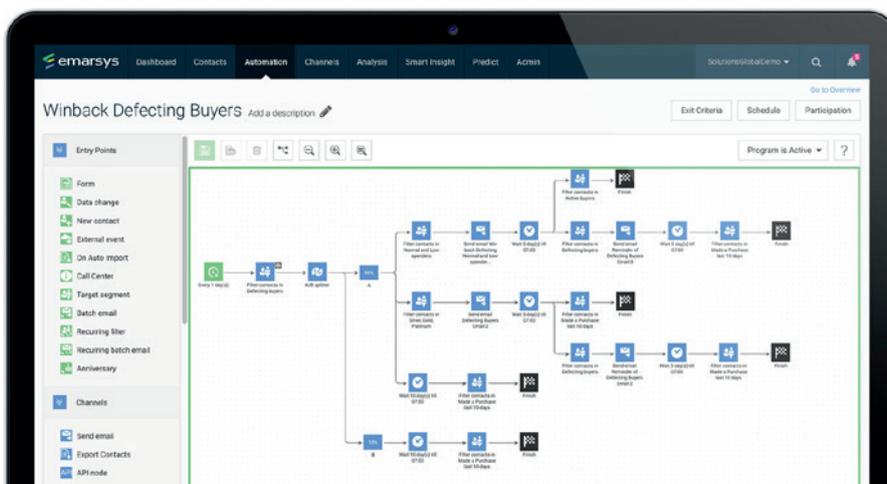
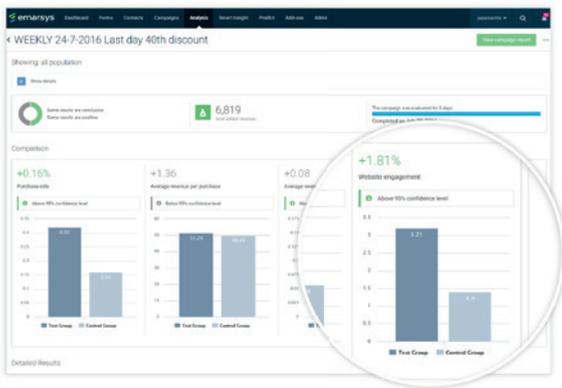
2. STRATEGIC PRE-FLIGHT OPTIMIZATION

With expert guidance available from onboarding onwards, Japan Centre were able to ensure that their strategies and materials were developed to maximize impact and conversions, from design adjustments through to ongoing tips and tricks. Long-term strategic projects were then implemented to further develop holistic lifecycle marketing strategies that combined multi-channel execution with their new deep data insights.



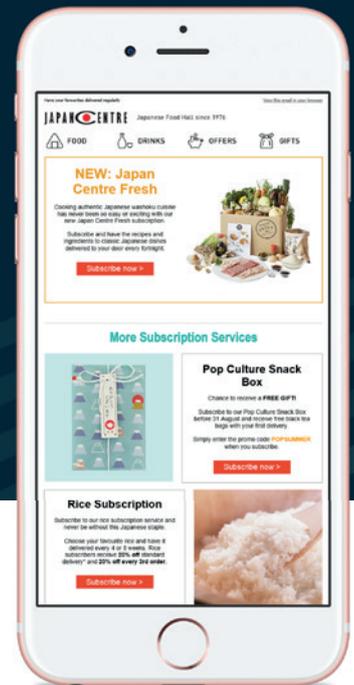
3. VALUE-LED CAMPAIGN AUTOMATION

Japan Centre applied smart targeting and powerful execution across the whole lifecycle, with automated programs that dramatically reduced the need for manual input. The Japan Centre marketing team also took advantage of the automatic value-control mechanisms, which handled all the testing using built-in randomization and scientific control group measurements that identified best performers for tuning and program optimization.



“Programs that automatically target defecting and inactive customers are very important to our business, and we immediately saw significant improvements. We also now know who our loyal customers are, and can easily reward them at each point of their journey.”

- Svetlana Novichkova, Head of E-commerce, Japan Centre



THE RESULTS

Japan Centre has enjoyed a significant increase in performance since implementing Emarsys technology, transforming their database into an actionable intelligence source that fuels intelligent automation along the entire customer lifecycle.

Access to real-time reporting and scientific value control indicators allows the Japan Centre marketing team to effortlessly replicate success across campaigns, and keep boosting key results.

Increased click-through rates are translating to more conversions, which enables Japan Centre to keep strengthening and extending customer loyalty with each campaign.

With continuous support from Strategic Services, and regular reviews and performance reports, Japan Centre have all the information needed to make sure that they maximize their customer lifetime value through relevant engagement efforts across all channels.

+15%

revenue uplift from post-purchase programs

+51%

increase in defecting customer conversion rates

+40%

increase in total revenue from previous year

JAPAN CENTRE

Japan Centre is a family run business, operating since 1976, and located in central London. In addition to their online department store, the Japan Centre group includes a wholesale department and restaurants.

Selling groceries and specialties from the Far East, they cater to all kinds of customers with interest in Far East Asian cuisine and cooking.

www.japancentre.com

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.

www.emarsys.com