

SUCCESS STORY: PARTY DELIGHTS

# PREDICTIVE RECOMMENDATIONS TRANSFORM CUSTOMER ENGAGEMENT

Party Delights sell over 20,000 products online to a multinational customer base, including balloons, fancy dress, and stationary. They have everything you need for a good party.



Party Delights can now use live statistics on product trends to proactively optimize campaigns tailored to their customers' behavior.



Anyone within the Party Delights marketing team can log in to the Emarsys B2C Marketing Cloud to design, create, and execute beautifully crafted email campaigns within minutes, saving valuable time and resources.



Customer engagement has soared, resulting in better response rates, better open rates, better click-through rates and ultimately, more revenue.

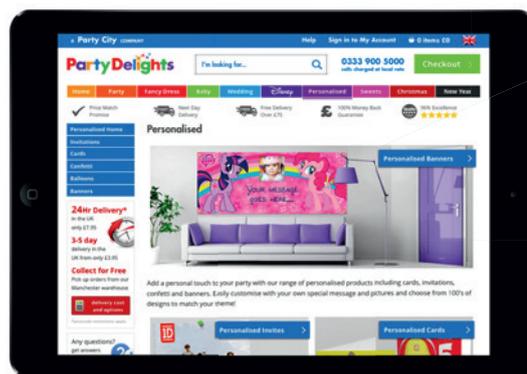
## CHALLENGES

### AN ARCHAIC EMAIL INFRASTRUCTURE THAT RESTRICTED COMMUNICATION

Party Delights wanted to send highly personalized communications to every customer, but their previous email supplier didn't have the technological capabilities to segment, automate, and personalize the customer experience.

### TOO MUCH TO DO IN TOO LITTLE TIME

With such a large product database, comprising very similar products, it was nearly impossible for the team to automate effective product recommendations without using an algorithm-based product recommendation engine. They were spending too much time manually analyzing top performing products, and it wasn't paying off.



### FRAGMENTED DATA

Due to a strain on internal resources, they needed a solution that anyone within the team could use, without needing HTML knowledge. The team began looking for a new solution that collated data from multiple sources (website, email, and preference centers) and allowed them to turn this data into meaningful communications.

# THE SOLUTION

## THE EMARSYS B2C MARKETING CLOUD INTRODUCED STATE-OF-THE-ART TECHNOLOGICAL CAPABILITIES

“The level of segmentation and tools available to us on the previous systems we used were nowhere near as extensive, we’d still be targeting the wrong people with the wrong types of emails. We’ve found that relevance has been key for us; Emarsys has helped us segment down, even if it involves sending fewer emails to fewer people, we’re still getting better response rates, better open rates, better click-through rates and ultimately, more revenue.”

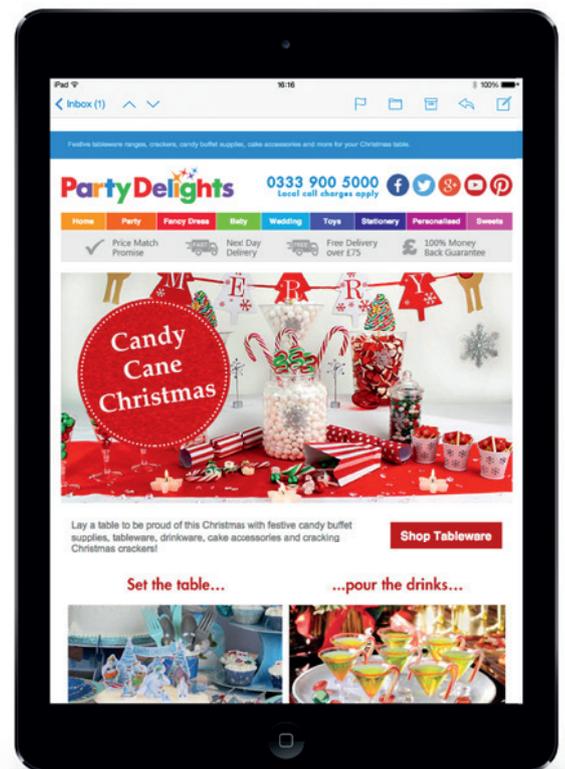
Ben Thomas, Digital Manager, Party Delights

## PREDICTIVE CROSS-CHANNEL MARKETING AUTOMATION

Party Delights added Emarsys Predict, our sophisticated product recommendation tool. Within days, they’d created an abandoned shopping cart program in the Emarsys Automation Center, and added product recommendations to their emails. The marketing team were impressed with how quickly the algorithms fueling Emarsys Predict learned, taking advantage of online customer behavior. Every click on the website, from email to mobile, is tracked to ensure each customer receives content that is highly relevant to them. Party Delights also noticed that customers were spending more time on the website, opening more email on mobile devices, adding more products to their cart and leaving positive feedback, which has contributed to their customer loyalty soaring.

## REAL-TIME PREDICTIVE ANALYTICS

All of the segmentation and personalization could be done within one intuitive platform, without the need for any HTML knowledge. What’s helped even more is that they can now see real-time statistics showing which products are generating the most revenue. As a result, they plan to implement Emarsys Smart Insight to add a greater level of customer intelligence to their solution. It looks like 2015 will be another successful year for Party Delights.



# STOP GUESSING, PREDICT.

If you’re struggling to visualize your customers’ behavior and trigger personalized campaigns, get in touch. We can help you understand, predict, and influence customer behavior from one easy-to-use platform. It’s the most profitable way to treat every customer as an individual. [www.emarsys.com/contact](http://www.emarsys.com/contact)