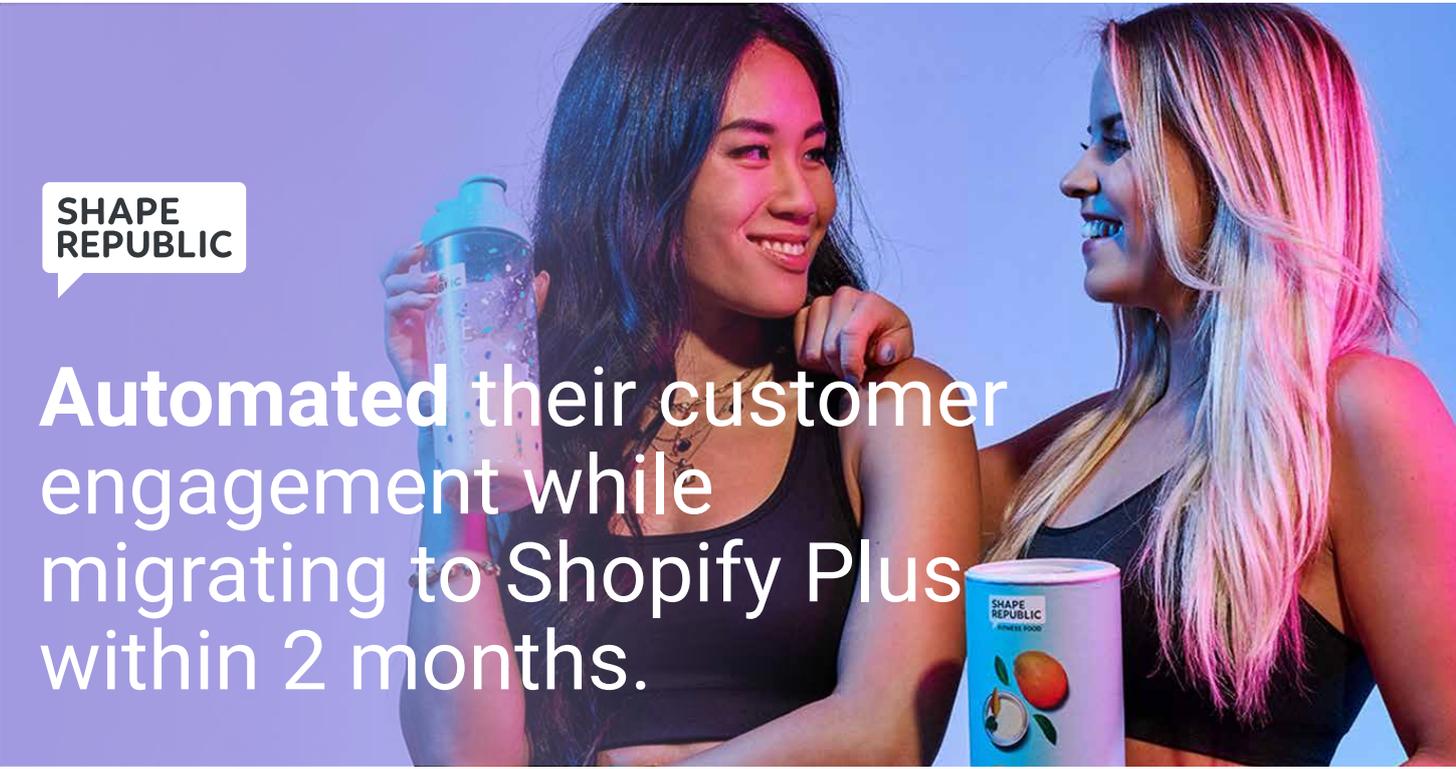




SHAPE
REPUBLIC



Automated their customer engagement while migrating to Shopify Plus within 2 months.

Two months since migrating to **Shopify Plus** and automating lifecycle journeys:

71%

Revenue from automated campaigns

13%

of engagements are automated

+6%

More orders

+13%

Higher average basket order value



“With Shopify Plus and Emarsys we managed to set up a completely new and automated way to engage with our customers within just two months. We had all our lifecycle campaigns automated right from the launch. In such a short time and with so little human effort, I think that’s a very impressive result.”

— Arne Lorenzen, E-commerce Manager at Shape Republic



“With Emarsys we know every engagement is personalized for each contact based on their website behaviors and purchase history and sent to them at the optimum time.”

— Jennifer Lewandowski, CRM Manager at Shape Republic

The Business

Founded in 2017 in Berlin, and now expanding into Italy, Shape Republic—a fitness and nutrition e-commerce business created to help women feel great in their own bodies—grew rapidly by selling its products DTC and via marketplaces.

The Outcome

Scale business efficiencies to support rapid growth with automated omnichannel customer engagements.

The Challenge

- Shape Republic planned to migrate from Magento to Shopify Plus and keep Emarsys as their customer engagement platform of choice.
- The brand wanted to use the website migration to reinvent themselves and rebrand themselves.
- “We only had two months to migrate platforms, products, customer data, review our data structure and all processes”, said Arne Lorenzen.

The Solution

Using Emarsys, Shape Republic launched six omnichannel customer journeys, within two months, without IT dependencies and by leveraging their Shopify Plus e-commerce data.

- The Shopify Plus plug-in was activated within a day and synchronized all e-commerce data in real-time.
- Omnichannel automation from Shopify data empowered Arne and his team to deliver faster results by activating highly personalized lifecycle programs.
- As there was no dependency on IT, the team has been able to personalize their website and launch more automations autonomously.
- Single truth on customer data. Through a fully integrated customer engagement platform, Shape Republic was able to drive more intelligent engagements through a deeper understanding of their customers.

