

ADORE ME

Adore Me Significantly Increases Revenues and Order Volume, Using Optimove's Customer Marketing Cloud

The Challenges

- Sophisticated messaging personalization
- Multi-channel campaign automation
- Scientific campaign measurement

The Benefits

- 15% increase in monthly revenue
- 22% increase in average order amount
- 2.3X growth in the number of active customers
- 66 unique customer personas targeted monthly
- 85% of customer campaigns fully automated

The Company

[Adore Me](#) is a rapidly-growing online lingerie brand based in New York City. Offering lingerie, bras, sleepwear and swimwear, Adore Me is quickly expanding within a market dominated by giants such as Victoria's Secret and La Senza.

The Challenge

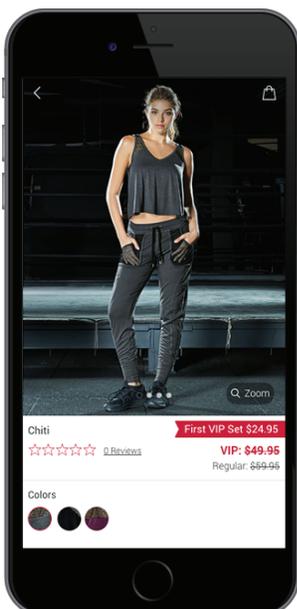
While Adore Me excels at thrilling its customers with high-quality products and a personalized online experience, it lacked an equally personalized approach to customer communications. Realizing this, company management began looking for an automated customer marketing solution that delivers sophisticated messaging personalization, multi-channel campaign automation and an accurate means of measuring the actual effectiveness of every campaign.

When Adore Me management found Optimove, they knew that they had discovered exactly what they were looking for.

The Optimove Solution

Adore Me's marketing team started out using Optimove to automatically send daily emails to five distinct customer personas. Using Optimove's predictive customer modeling tools, they gradually identified numerous additional personas ripe for receiving highly-targeted campaigns. In less than a year, the company was communicating with more than 60 unique customer personas on a monthly basis. This resulted in dramatic increases in the number of orders, the average order amount and campaign-generated revenue.

Before deploying Optimove, email was the only channel Adore Me used to communicate with its customers. Optimove's multi-channel capabilities have made it very easy for the Adore Me team to communicate with each customer via her preferred channel. "Optimove gives us the ability to easily manage all channels within the same interface. Using Optimove, we have seen incremental improvements in the results from each and every channel," said Josselin Petit-Hoang, Adore Me's Head of CRM. Adore Me now regularly communicates with customers via email, mobile push notifications, in-app messages, Facebook Custom Audiences and the



“Optimove now automates all of our customer marketing efforts. Optimove lets us be super-personalized in our customer messaging, by making it easy to target customers based on any number of attributes. We are very impressed with the results generated by this unlimited targeting power!”

— Josselin Petit-Hoang, Head of CRM

Google Display Network.

Whereas in their pre-Optimove era, most of Adore Me’s customer campaigns were “spray and pray,” the brand can now easily and accurately evaluate the effectiveness of each individual campaign. Optimove scientifically measures every campaign, by calculating campaign uplift based on comparing and analyzing results from “test” and “control” groups. “Having accurate financial uplift results from every campaign makes it easy for us to know what’s working and what isn’t, and helps us optimize our efforts on an ongoing basis,” said Petit-Hoang. Adore Me’s marketers test and improve campaigns on subsets of customers before sending it to full customer segments, in order to ensure that they are sending the right offers to the right customers via the right channels.

Benefits by the Numbers

Within a few months of deploying Optimove, Adore Me measured the following results:

- 15% increase in monthly revenue generated by Optimove-driven campaigns, as compared with control groups
- 22% increase in average order amount
- 2.3X growth in the number of active customers, year-over-year
- 66 unique customer personas targeted on a monthly basis
- 85% of customer campaigns fully automated

