

Customer Story: How Clarins Utilized Movable Ink and Wunderkind to Create 1:1 Behavioral Campaigns that Drive Incremental Revenue

Clarins has been at the center of skincare and cosmetics routines for generations of women. Passed down from a mother's night cream or a beauty counter serum sample, Clarins has continued to foster long-term relationships with consumers by staying true to their core values—prioritizing women's needs, building trust, and marketing nostalgia. For over 65 years, the global luxury brand and UK cosmetic leader has offered exquisite skincare products that empower women.

However, it's not just the quality of their anti-aging cream that allows Clarins to stand the test of time—it's their ability to innovate with the times. Between increased third party data privacy restrictions and the pandemic creating shifts from in-store to online shopping, Clarins overhauled their personalization strategy, delivering 1:1 communications that engaged loyal customers. Today, Clarins is empowering their customers through personalized, data-centric experiences that inspire high-value actions and repeat purchases.

Clarins understands that each person is as unique as their skincare regimen. The beauty retailer built a marketing strategy to match, tapping Wunderkind and Movable Ink to create visual personalization at scale. Clarins implemented a phased-approach to delivering 1:1 communications. They began by overhauling how

they built their email file and triggered email tactics, then moved into testing the effectiveness of behavioral trigger campaigns, and used what they learned to inform a welcome series overhaul—resulting in significant revenue lift and results.



Between increased third party data privacy restrictions and the pandemic creating shifts from in-store to online shopping, Clarins overhauled their personalization strategy, delivering 1:1 communications that engaged loyal customers.”

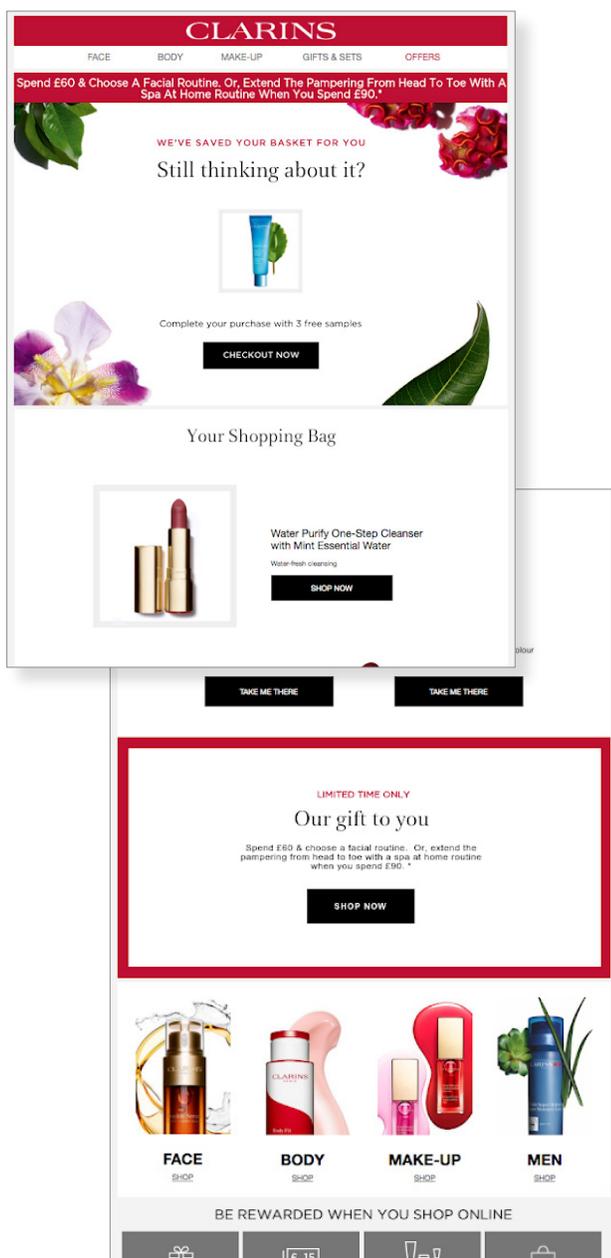
DRIVING 13X MORE REVENUE FROM TRIGGERED SENDS WITH WUNDERKIND

Due to increasing data privacy restrictions, Clarins knew they had to find a partner that could help them send highly-personalized, one-to-one messages without relying on cookies. With this in mind, Clarins brought on Wunderkind with two key goals in mind: scaling the reach of their marketing campaigns and improving the performance of their triggered email efforts.

Became **3.5x** more efficient
at growing their email list

Captured **5x** more new emails
in the first 6 months

Drove a **13x** increase in revenue
from triggered emails



With Wunderkind, Clarins was able to drastically increase their CRM list—capturing 5x more new emails compared to their previous vendor in the first six months. This helped Clarins scale the reach of their email efforts. By combining this scale with Wunderkind’s unmatched triggered email capabilities, Clarins was able to send highly personalized, one-to-one messages to more prospects and customers than ever before. This allowed them to drastically increase their revenue from triggered email by 13x, while fitting in synergistically with the rest of Clarins’ channel strategy.

A DYNAMIC OFFER BANNER THAT CONVERTS ABANDONED BEHAVIOR

Once Clarins saw how impactful their triggered emails were with Wunderkind, they wanted to further optimize their abandonment emails and welcome series with Movable Ink’s dynamic content. To increase engagement in their Wunderkind abandonment email triggers, the Clarins team built a dynamic offer banner through Movable Ink that displayed the same promotion that was offered on the website. The team analyzed customer experiences by testing dynamic vs. static creatives - the emails with a dynamic offer banner increased engagement, with click-to-open rates (CTOR) up to 15%+ higher than the control group.

MOVABLE INK DYNAMIC BANNER IN WUNDERKIND TRIGGERS (RESULTS)

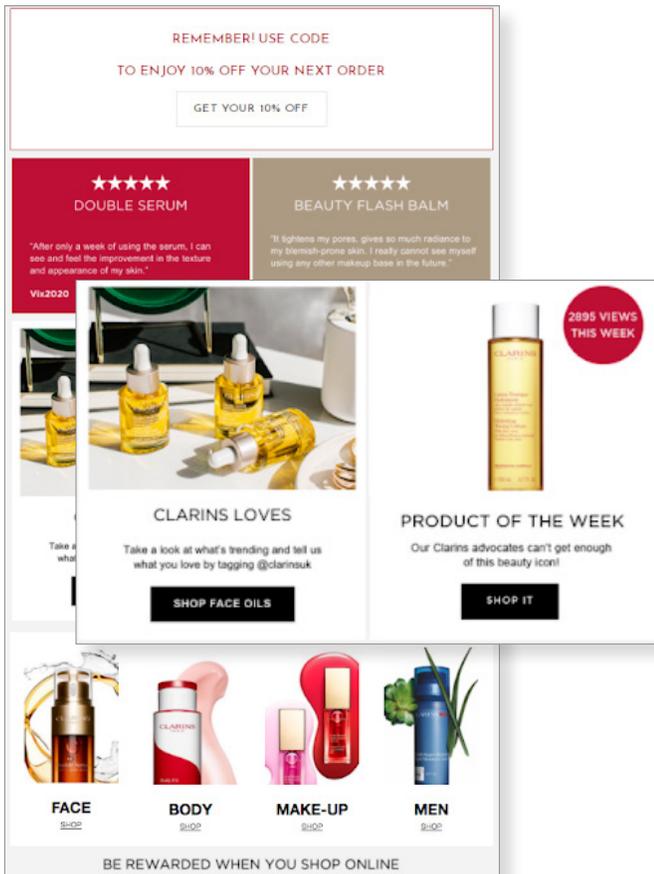
+8.8% lift in CTOR for emails
that included MI content

Up to **+15%** lift in CTOR for
product abandonment series

+8.2 lift in Conversion Rate
for emails that included MI content

+17.8% lift in CTOR for emails that included MI content

+13.1% lift in CVR for emails that included MI content



WELCOME SERIES SHAKE-UP

After the success of Wunderkind's trigger campaigns with Movable Ink content, Clarins decided to optimize their Welcome Series next. By utilizing Movable Ink's behavioral and social proof data, Clarins automatically pulled in a sitewide trending product, the Product of the Week, at the moment the customer opens the email. The team boosted engagement by incorporating behavioral features into visual elements such as a red bubble populating with real-time product views on the fly. Movable Ink components are also automated and re-usable every time Clarins deploys a new welcome series campaign. That saves hours, allowing the marketing team to create new and innovative customer connections.

Clarins fosters customer loyalty through personalized, data-driven experiences. From dynamic behavioral banners to engaging social proof blocks, Clarins unifies their partners to create individualized customer journeys that have contributed to incremental revenue. With Movable Ink and Wunderkind, the team can create real-time behavior-based campaigns that include contextual product and loyalty data in any triggered message. We're excited to see what other creative campaigns the team has up their sleeve!

ABOUT MOVABLE INK

People don't experience data, they experience content. Movable Ink activates any data into real-time, personalized content in any customer touchpoint. Over 700 of the world's most innovative brands rely on Movable Ink to accelerate their marketing performance. With more than 300 employees, the company is headquartered in New York City with operations throughout North America, Central America, Europe, Australia, and Japan.

GET MORE INFORMATION:

movableink.com
wunderkind.co

REQUEST A DEMO:

contact@movableink.com

ABOUT WUNDERKIND

Wunderkind is a leading performance marketing engine that delivers tailored experiences at scale. Digital businesses use Wunderkind to remember who users are better than ever before, allowing them to deliver high-converting, one-to-one messages on websites, through emails and texts, and in ads at a scale that's not otherwise possible.

blog.movableink.com
twitter.com/movableink
linkedin.com/company/movable-ink
youtube.movableink.com