

How The Very Group Replicated a Winning Email Strategy on Mobile Channels With Movable Ink



THE VERY GROUP

The Very Group is the UK's largest integrated digital retailer and financial services provider. Combining 1,900 brands across fashion, home, electrical, toys, and beauty, The Very Group provides customers with a seamless experience driven by data and technology. As an organization that connects thousands of brands to millions of people, it's imperative that their communications adapt to customers' needs in a rapidly evolving world.

THE CHALLENGE: STANDING OUT FROM THE CROWD IN A COVID-19 WORLD

Covid-19 has massively shifted consumer activity to e-commerce. For The Very Group, that meant a 103% increase in new customers and 36% growth in retail sales from March 2020 to June 2020, a period that included the first national lockdown in the UK. Much of this growth came via mobile, where The Very Group saw the majority of its surge in virtual shopping. However, this trend was equally true for the brand's competitors. The question then became not just how to capture and keep customers' attention, but how to do it at scale.

Enter Movable Ink, who The Very Group had already tapped to bring 1:1 personalization to their emails; a strategy that led to a boost in engagement. Now, it was time to see if they could replicate this success in mobile. Thanks to Movable Ink's recent partner integrations, The Very Group did just that — with minimal lift and maximal results.

TECHNOLOGY INTEGRATIONS



AIRSHIP



taggstar



Web Crop

MORE ACCESS TO DATA, MORE CONTROL OVER PRODUCTION

The Very Group wanted to enhance their email and app communications to offer visually dynamic, 1:1 communications that would be relevant any time a consumer opened their app or email. However, like any retailer, dealing with constant changes such as weather, last-minute product launches, and rising or falling stock levels, was a big challenge.

Movable Ink allowed The Very Group to take an already successful personalization strategy and transition to the next level. Now, the marketing team uses Movable Ink's web crop application to pull rich data directly from the website. This gives their marketers the independence they need to quickly build and deploy a campaign within an hour that's guaranteed to be relevant and up-to-date, which is the experience customers expect.

"This is saving our internal teams time," said Beth Goulbourn, Senior Email Marketing Lead. "We save on average five days of briefing time. Now, we have control of everything should we need to or wish to change it at the last minute."

LEVERAGING 1:1 PERSONALIZATION TO ADAPT TO CUSTOMERS' CHANGING BEHAVIORS

The Very Group knows their customers want to be treated like a person, not a number. The challenge for the retail group was how to reach a large customer base and offer relevant promotions on a wide range of products at scale. No one wants to receive an email that isn't suited to their specific behaviors, and The Very Group needed a solution that would ensure that all their customers received personalized, dynamic communications that converted more buyers.

819% lift in CVR
for emails featuring sales and
promotions

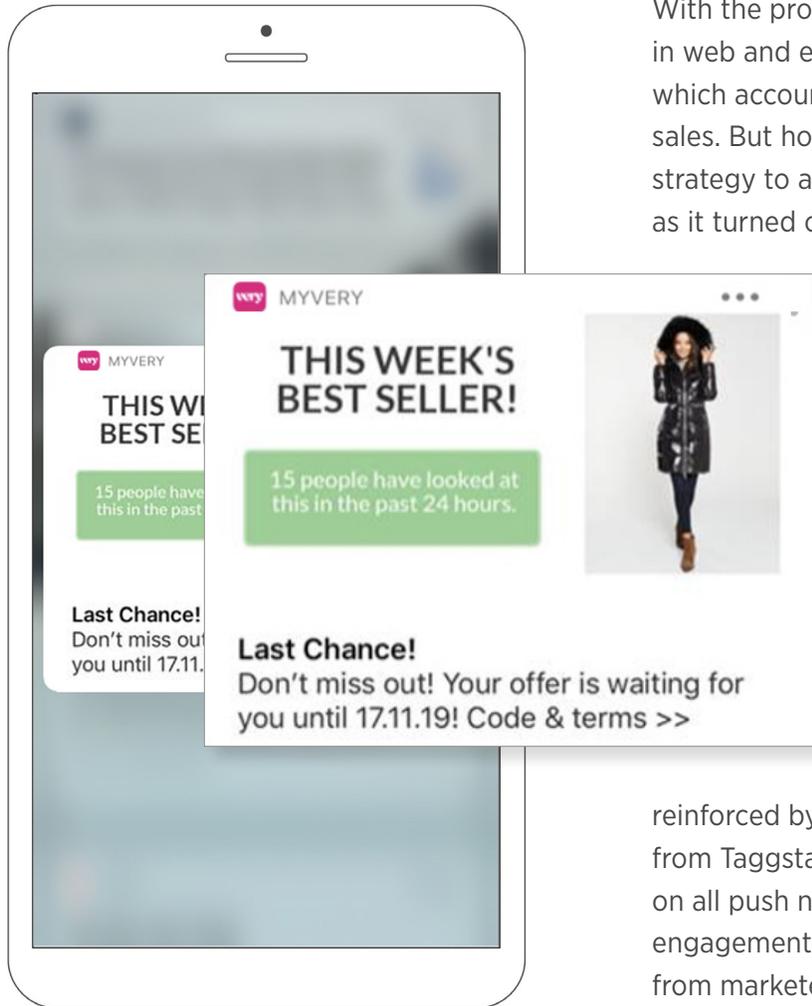
229% lift in CTR for emails
featuring sales and promotions

After adopting Movable Ink's technology — which checks a customer's recent web behavior against The Very Group's long list of items on promotion — communication is personalized on a 1:1 level. For instance, if a customer browses items within a sale or deal, the email will show these items, a change that led to a 229% lift in click-through rate and 819% lift in conversion rate.

Of course, product preference isn't the only factor in a customer's purchase decision — location and time also play huge roles. This is another area where Movable Ink's web-cropping functionality has helped The Very Group ensure their communications are tailored to customers' ever-shifting needs. By using this data to identify a customer's exact location at time of open, The Very Group's emails show users available stock in their country, direct them to the correct website, and display current price. And by linking Movable Ink's platform with collect+, a module that shows the closest store location to a customer, The Very Group can also alert customers to convenient fulfilment options — a game-changer for all parties involved at a time when delivery networks are experiencing immense pressure.

EXPANDING SOCIAL PROOF MESSAGING TO NEW CHANNELS

The Very Group was already boosting sales and conversions on their website with advanced social proof messaging, like the number of people browsing an item, product reviews, and sales volumes. As luck would have it, their social proof provider Taggstar was also a Movable Ink partner, so the decision to integrate it into emails was a no-brainer. With a simple activation in Movable Ink apps, the marketing team was suddenly able to harness this rich data to increase their click-through rate by four percent.



With the proven success of social proof messaging in web and email, it was time to try it out in mobile, which accounts for 82% of The Very Group's online sales. But how long would it take to translate the strategy to a completely new channel? Very quickly, as it turned out, thanks to Movable Ink's integration with Airship, which allows brands to extend data-activated, 1:1 personalization across the mobile channels.

Leveraging this partnership, The Very Group targeted consumers with messages based on the category with their highest propensity to purchase. Each notification featured a rich push image displaying the best-selling product for that given category,

reinforced by optimized social proof messaging from Taggstar. The increase in click-through rates on all push notifications showed that a big lift in engagement doesn't always require a heavy lift from marketers.

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.

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