Stella & Dot Drives Results with Holistic Personalization

Stella & Dot aims to give every woman the means to achieve success and balance through a career she loves. The company's Independent Stylists work when, where, and how they want, selling unique jewelry and accessories online and in person. Backed by cutting-edge technology and a community of supportive women, it's a business that's forward-thinking, flexible, and, most importantly, a lot of fun.

Part of the family

Stella & Dot approaches its digital marketing initiatives like many online retailers: with a desire to engage its customers, effectively communicate the brand throughout all of its messaging, and, of course, to generate top-line results. However, at Stella & Dot, achieving these goals is not enough; the firm believes a truly successful marketing program should also make the company's customers feel like they're part of the Stella & Dot family.

To this end, Stella & Dot relies heavily on email marketing to communicate with its current and prospective customers. The channel's low operating costs, ability to tell a story over time to create a better connection with customers, and potential to generate immediate revenue impacts are all reasons email is considered a mission-critical online marketing channel for the brand.

Unfortunately, Stella & Dot realized that email's ability to effectively engage customers was hampered by technical limitations of the channel. On the brand's website, for example, a consumer could interact with up-to-the-minute product photos posted by its community of stylists, but in email, the imagery quickly became dated as new posts were added. Further, while the company was able to build trust with its customers by accurately communicating the products that were currently being promoted on its site, it found that customers interacting with email could be
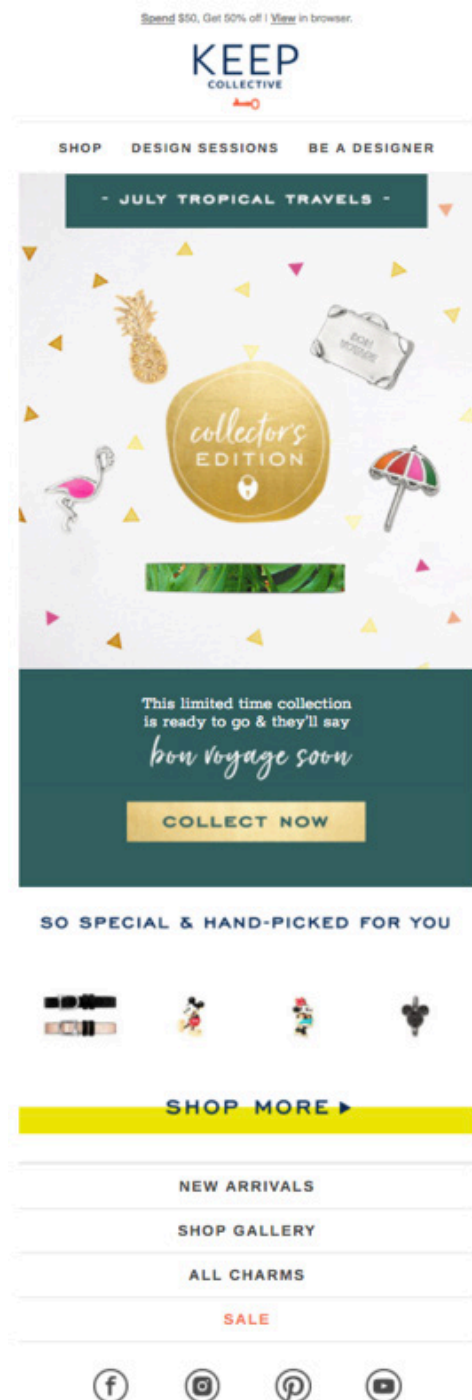
disappointed because products that were featured may no longer be available under a promotional offer, or at all. Finally, while it was possible to create a more personalized experience for its customers on the website by showcasing items of interest on a 1:1 level, this was not possible to achieve in email.

A New Connection

Rather than give up on email, Stella & Dot realized that technology in the email marketing industry was changing rapidly; therefore, an opportunity might exist to overcome some of the challenges. After completing a thorough review of its options, the firm chose to partner with Liveclicker to breathe new life into its email marketing program.
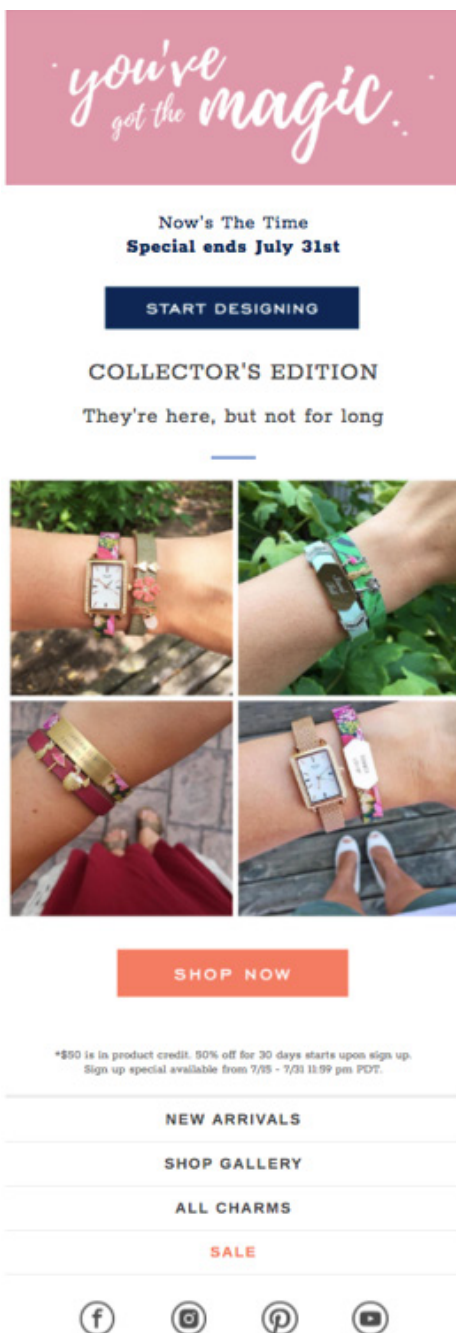
"We use Liveclicker so that we can drive more engagement with our emails and make our customers feel like they're part of our family," said Stephanie Barbour, email marketing coordinator at Stella & Dot. "The possibilities are endless with LiveScrapes, LiveTimers, LiveImages, LiveVideos and so many other Liveclicker features. We have also started to use Liveclicker's RealTime Behavioral Profiles to feature personalized, behavior-based content in more and more campaigns because we are seeing a lift in our click-through rates as a result of adding this capability.

"We use Liveclicker's LiveScrapes functionality to showcase our Gallery that has shoppable, user-generated Olapic images. These have been our most successful campaigns from an engagement standpoint. Plus, we are able to place images from customers into our email messages and we know they will always be fresh and relevant," Barbour continued.

Need for Speed

Stella & Dot relies on email partially because the channel offers a quick and relatively easy way to communicate with its customers. In introducing new capabilities, it was important not to impede its email creation workflow or overly complicate the deployment process.

"We found Liveclicker's features to be easy to use, easy to customize, and therefore, easy to launch," said Barbour. "Each campaign type has its own set of assets and rules, and since our emails now are able to feature live content

from the website, it's easy to know what's going where and what will it look like once it's live."

A Holistic Approach Drives Results

"We use Liveclicker with our entire customer database in order to create a contextually relevant experience that accurately portrays up-to-the-minute content in email," said Barbour. "It has become an integral part of our program strategy; so far this year, we've sent 23 emails featuring Liveclicker real-time content and 67 emails that did not. Since we're looking to increase engagement, the primary success metric we track is click-through rate. Across all campaigns sent this year, Liveclicker-enabled emails averaged a click-through rate of 6.25% and the campaigns that didn't showed average click-through rates of 1.89%. In other words, the click-through rates on the Liveclicker campaigns were more than three times greater than those campaigns that did not feature live content."

The Future is Real Time

Moving forward, Stella & Dot plans to increase its use of Liveclicker's RealTime Behavioral Profiles capability to display live imagery based on customer interactions on the website. Additionally, the brand plans to continue its use of time-sensitive targeting to better set customer expectations and improve their experience with the email channel, particularly as it relates to its customer-curated product photography. With the results achieved so far, it's easy to see why the future of real-time content will continue playing a role in making Stella & Dot customers feel like they're part of the family.

Results

- 3.31X increase in email click-through rates
- Live product photography now featured in more than one-third of all emails
- Personalized product recommendations based on website behavior now live

About RealTime Email

Leading brands choose Liveclicker's RealTime Email solution to drive message engagement, conversions and sales. The intuitive platform leverages real-time data from multiple sources so that marketers can deliver truly personalized content, simply and at scale. Liveclicker's flexible integration architecture, rich partner ecosystem and extensive email expertise help clients execute highly relevant email marketing programs that respond to each recipient's constantly changing personal context.