

Sun Tan City Strikes the Right Chord with In-Email Poll

Sun Tan City has more than 250 locations across 18 states since opening in 1999. The company knows success in such a competitive industry requires more than cutting-edge equipment and great prices. That's why they ensure that they have best skin care products, knowledgeable staff and provide a tranquil experience in an atmosphere worthy of repeat visits. Sun Tan City's mission is simple: "To get you, the client, the results you want." To do this they have to continuously evolve and constantly serve their customers better than the competition.

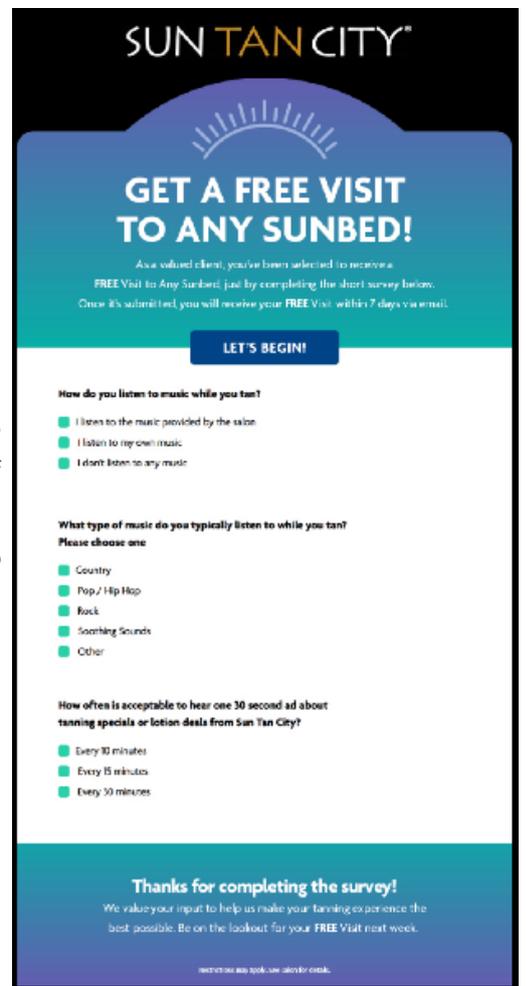
Know Thy Customer

Regardless of industry, a customer-first mentality is key to long-term success. And with countless options for products and services, it is essential to know what your customers want and prioritize delivering it.

As Sun Tan City opened new locations over the years, they became experts in the products, services and overall experience they provided; however, some things are variable and can be driven by customer preferences that can change over time. One of those factors is in-salon music, which can deliver a number of benefits, including affecting moods and lowering stress levels. The company wanted to learn their customers' music choices to ensure they were playing the tunes that would have the most positive impact on their clients. This would ensure remarkable experiences and repeat visits.

Giving Clients a Voice and a Sense of Community

As we know, one of the most efficient ways to gain priceless information about customer preferences is with online polls. So to make it even easier for customers to respond while simultaneously increasing email engagement and response rates, Sun Tan City worked with Liveclicker to implement a live, in-email music preference survey campaign using RealTime Email and its LivePoll experience. This also meant that the company didn't have to use an outside survey vendor. In addition to asking three survey questions, the music preference survey email also offered a free visit to any of the company's sunbeds as a thank-you for completing the survey.



SUN TAN CITY

GET A FREE VISIT TO ANY SUNBED!

As a valued client, you've been selected to receive a FREE Visit to Any Sunbed, just by completing the short survey below. Once it's submitted, you will receive your FREE Visit within 7 days via email.

LET'S BEGIN!

How do you listen to music while you tan?

- I listen to the music provided by the salon
- I listen to my own music
- I don't listen to any music

What type of music do you typically listen to while you tan?

Please choose one:

- Country
- Pop / Hip Hop
- Rock
- Soothing Sounds
- Other

How often is acceptable to hear one 30 second ad about tanning specials or lotion deals from Sun Tan City?

- Every 30 minutes
- Every 15 minutes
- Every 30 minutes

Thanks for completing the survey!

We value your input to help us make your tanning experience the best possible. Be on the lookout for your FREE Visit next week.

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Live Polling Email Drives Significant Engagement

Sun Tan City sent the email to a random sampling of 50,000 customers and learned that more than 54% of their respondents prefer Hip-Hop / Pop music, which is what they began playing in all their salons. They were able to immediately implement information gathered to satisfy the majority of customers and use the results of the poll as needed when customers in the salon requested a less popular type of music, as it occurred.

The music preference survey email resulted in a 17.2% open rate and a 31.5% response rate, showing that subscribers click considerably more with interactive messages like this. Merging an interactive, in-email poll and a free salon visit was a winning combination in driving overwhelming campaign performance as well as building customer lifetime value.

“We were looking for innovative ways to engage our clients even further via email, and this was truly a unique customer experience we hadn’t delivered before,” commented Delaurah Minzenberger, Associate Director of Marketing of Sun Tan City. “Even more so, we collected important information that will help us ensure a more personalized and impactful in-store experience. We will definitely do this again when we want to solicit feedback from our clients.”



Results

- 17.2% open rate
- 31.5% response rate
- Unique and effective customer experience delivered

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.