

# Evine Improves Customer Experience with LiveTracker

## Goals

- Integrate LiveTracker into post-purchase email templates
- Improve customer service with real-time shipping updates
- Test LiveTracker for additional benefits in transactional emails

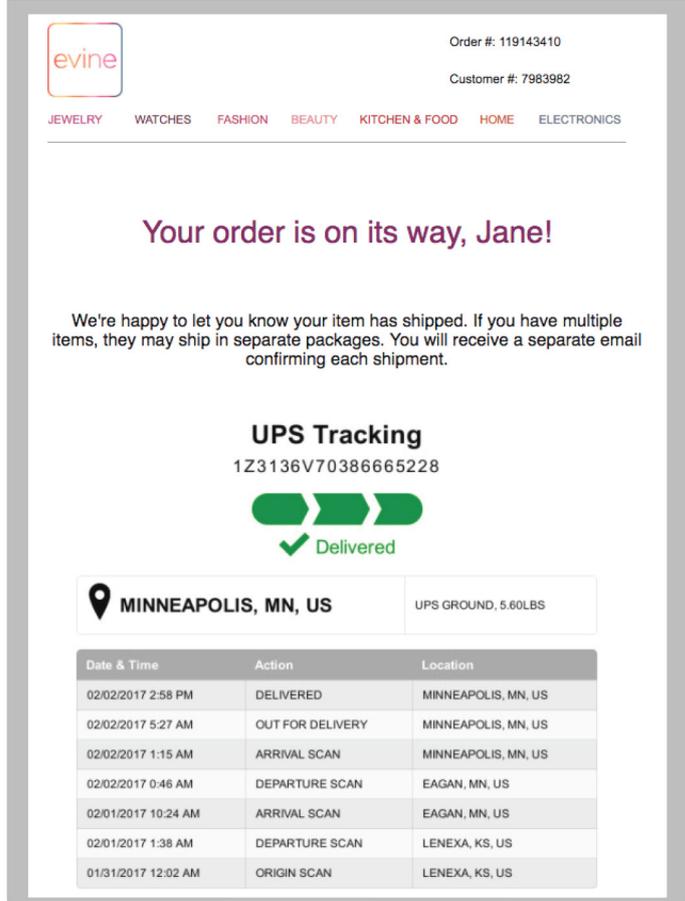
Recently, the Evine marketing team engaged Liveclicker to implement and test RealTime Email's LiveTracker feature with eager post-purchase customers. Looking to improve the overall customer experience, Evine wanted to help customers keep track of their packages without having to use extra websites and links. The two teams worked to integrate real-time shipping confirmation data into the post-purchase customer email journey.

*“LiveTracker’s added benefit and overall ease to implement was a bright spot in the Evine Email Marketing Team’s busy season! LiveTracker also helped bring our transactional campaigns into the 21st century.”*

- Jamie Heit, Email Marketing Specialist, Evine

Automating product shipping emails with real-time LiveTracker updates allowed customers to find their package information quickly within the inbox, also cutting down on call center times for shipping confirmations.

Evine, an interactive, digital retailer, offers unique products nationwide to millions of homes across its television shopping network. Headquartered in Minnesota and on Evine.com, the Evine team is committed to delivering the ultimate interactive shopping experience via live tv, online, mobile device shopping and social media.



evine

Order #: 119143410  
Customer #: 7983982

JEWELRY WATCHES FASHION BEAUTY KITCHEN & FOOD HOME ELECTRONICS

**Your order is on its way, Jane!**

We're happy to let you know your item has shipped. If you have multiple items, they may ship in separate packages. You will receive a separate email confirming each shipment.

**UPS Tracking**  
1Z3136V70386665228

 Delivered

 **MINNEAPOLIS, MN, US** UPS GROUND, 5.60LBS

Date & Time	Action	Location
02/02/2017 2:58 PM	DELIVERED	MINNEAPOLIS, MN, US
02/02/2017 5:27 AM	OUT FOR DELIVERY	MINNEAPOLIS, MN, US
02/02/2017 1:15 AM	ARRIVAL SCAN	MINNEAPOLIS, MN, US
02/02/2017 0:46 AM	DEPARTURE SCAN	EAGAN, MN, US
02/01/2017 10:24 AM	ARRIVAL SCAN	EAGAN, MN, US
02/01/2017 1:38 AM	DEPARTURE SCAN	LENEXA, KS, US
01/31/2017 12:02 AM	ORIGIN SCAN	LENEXA, KS, US

Liveclicker was utilized to improve the overall purchase experience for each Evine customer by reducing the need for external websites to track packages, including real-time shipping information in each email - refreshing at every open until final package delivery.



## Results



- Year-over-year transactional email open rates improved 11%
- Month-over-month click-to-open rates improved 16% using LiveTracker
- LiveTracker held 48% of unique and 59% of total campaign clicks

## About Evine Live Inc.

Evine Live Inc. (NASDAQ:EVLV) operates Evine, a digital commerce company that offers a compelling mix of proprietary and name brands directly to consumers in an engaging and informative shopping experience via television, online and on mobile. Evine reaches approximately 87 million cable and satellite television homes 24 hours a day with entertaining content in a comprehensive digital shopping experience.

## About Liveclicker

Liveclicker delivers rich customer experiences for leading brands across email and the web. Its RealTime Email solution brings static emails to life with content updated dynamically at the moment of open. The company, founded in 2008, helps clients such as Costco, Bed Bath and Beyond, Petco, eBags, CanadianTire, Best Buy, 1-800-Flowers, and Under Armour drive higher consumer engagement and conversion.