

Looking Good! Dunhill Live Streams Fashion Show in Email

About Alfred Dunhill Limited

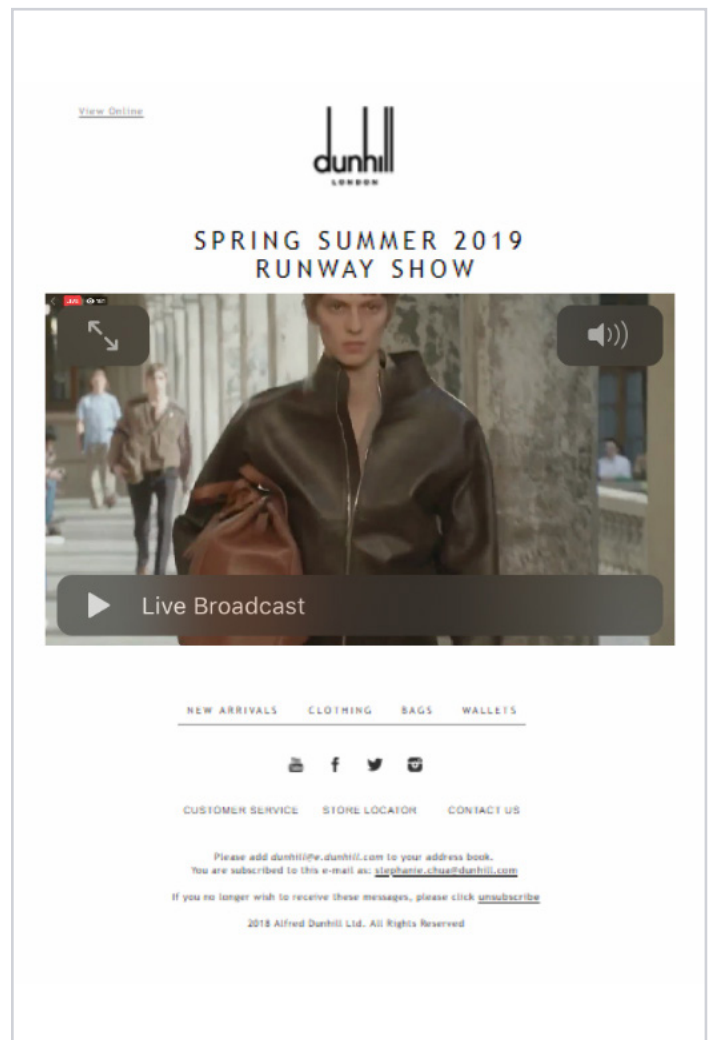
Alfred Dunhill Limited (known as Dunhill) is a British luxury goods brand, specializing in ready-to-wear, custom, and bespoke menswear, leather goods, and accessories. The company is based in London where it also owns and operates a leather workshop.

A Luxury Brand Looks to Create a Luxurious Email Experience

Dunhill recently partnered with Liveclicker to improve the way it promoted its presence at the upcoming Fashion Week in Paris. Specifically, Dunhill wanted to generate higher levels of interest and anticipation for the prestigious Men's Fashion Show. The retailer also hoped to give its audience a real-time look at the live event—and its latest fashions—using live-streaming video.

While the Dunhill marketing team came up with many good ideas for creating such an engaging email campaign, the actual execution was an obstacle. They were limited by the fact that Dunhill did not have any in-house developers or other technical resources capable of adding such advanced functionality to emails. Dunhill discovered Liveclicker's real-time email personalization platform was easily customized with many different elements, many of which were perfect for its email marketing objectives.

The Dunhill team worked closely with Liveclicker's account management team to brainstorm campaign ideas that would deliver an engaging experience—and real results. Dunhill was quickly convinced that



Liveclicker was the ideal partner, capable of providing the features and advanced functionality it needed to bring its campaign ideas to life.

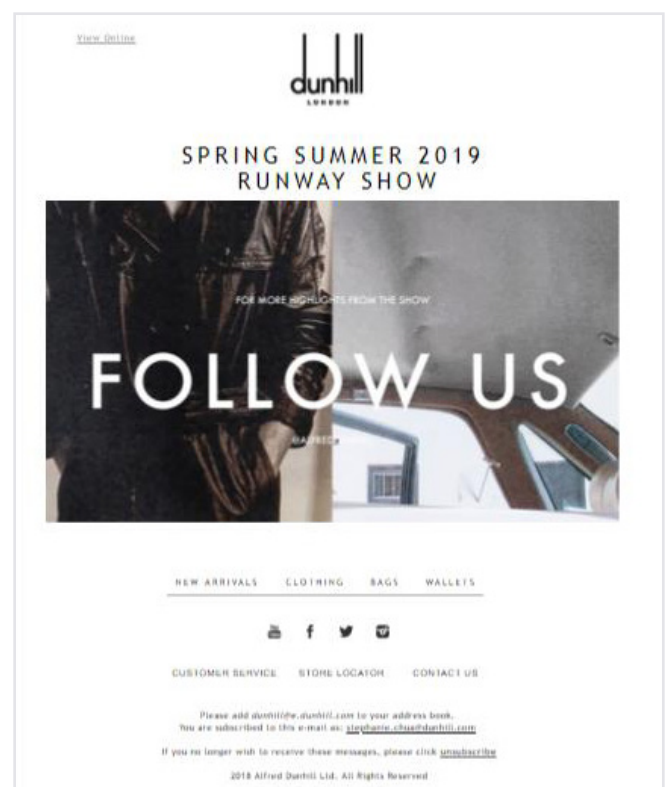
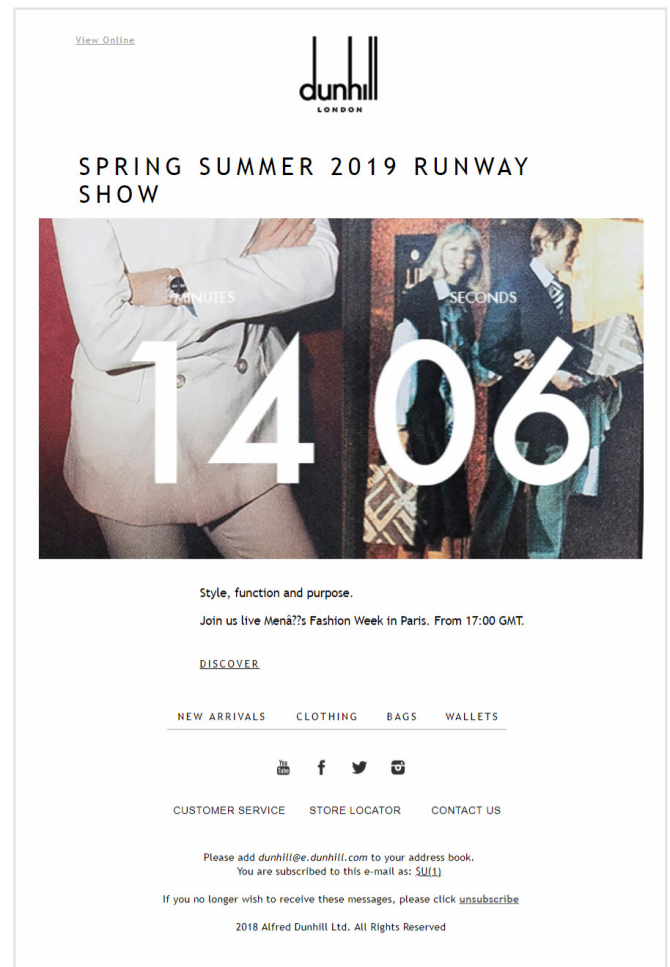
Highly Engaging = Highly Effective

Using Liveclicker tools, the Dunhill marketing team developed a highly engaging three-touch email campaign:

- The first email featured a trailer video to build excitement for the Paris Fashion Week. Built using the LiveVideo element and delivered as a seamless component in the email itself, the video impressed recipients while promoting Dunhill's participation in the fashion show.
- The next email touch featured a countdown timer, which was set to 15 minutes before the show started and announced a pending live stream. Then, once the show started, the timer and related imagery were replaced by a live-streaming video of the event. All of this was made possible with Liveclicker's moment-of-open technology.
- The third and final email contained a recording of the fashion show as well as product images and a call to action encouraging the audience to click for more highlights from the show.

An Impressive Experience, for All Involved

Dunhill's management team was impressed with the high-end, engaging experiences these emails produced, especially related to the countdown timer and live-streaming video. These emails were perfectly aligned



with Dunhill's overall brand image and they impressed recipients with their capabilities. The campaign also had the added benefit of producing actual conversions and sales, unexpected results from a campaign whose primary objective was branding.

When summarizing the overall experience, one Dunhill executive said it best: "The effort required to produce the campaign was minimal, but the results were significant. We will continue to partner with Liveclicker to build even more engaging email experiences for our customers."

Results



- 17% increase in unique clicks over a previous show-promotion campaign
- 35% increase in total reach
- A 3% click rate—triple that of a competitive brand
- 51% improvement in unsubscription rates

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.