

Hot Topic Improves the Customer Experience and Overcomes a Major Challenge with Liveclicker

About Hot Topic

Hot Topic has been the destination for pop culture and music fans for almost 30 years. The brand strives to ignite customers' passions by offering only the best, authentic merchandise. Hot Topic is a community for fans by fans. The brand is also committed to paying it forward—creating a safe place for everyone. Hot Topic is more than a store. It's a lifestyle. It's an experience.

The Need for a Better Customer Experience

Hot Topic recently partnered with Liveclicker to improve its email marketing efforts and create highly dynamic emails. Specifically, the brand wanted to develop product-centric emails that were not just personalized, but could be updated in real time—using moment-of-open technology—to deliver a better customer experience.

In the past, Hot Topic sent product emails as soon as a particular product was live on its site. However, more often than not, these products would sell out before all recipients opened the email. The overall experience was not ideal since it tended to produce unhappy customers who were frustrated they couldn't act fast enough to get the product they wanted.

To attempt to level the playing field, Hot Topic's marketing team considered sending emails earlier in the day, so they would be in everyone's inbox before their day started—no matter what time zone they were in. Yet they were concerned that customers would forget to act on them. Even if they didn't, the original challenge was still the same: Customers might still open an email with a link to a product that was now sold out.

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HOT TOPIC x Funko
WHAT'S POPPIN'



THE NIGHTMARE BEFORE CHRISTMAS DIAMOND COLLECTION JACK SKELLINGTON POP!

NOW AVAILABLE ONLINE AND IN-STORE!

EXCLUDED FROM ALL PROMOTIONS

SHOP FUNKO

FIND A STORE

Funko



THE NIGHTMARE BEFORE CHRISTMAS LOCK POP!



THE NIGHTMARE BEFORE CHRISTMAS SHOCK SUPERCUTE PLUSHIE

Creating a Time-Based Email Targeting Strategy

Hot Topic discovered that Liveclicker's RealTime Email platform and advanced experience elements could help them develop and deploy highly engaging email campaigns that overcame these challenges—and that their customers would love.

The brand chose Liveclicker's LiveImage element to create an effective time-based targeting strategy for its product emails. When the initial email was sent, Hot Topic used an image that highlighted the fact that the product was now available in its stores. Then, when the product also became available online, the marketing team used LiveImage to automatically swap the image and a link to encourage online shopping. Hot Topic also used a third image to display a product as “grayed out” when it was out of stock.

The brand also used Liveclicker's LiveCalendar element to set fun reminders for customers to build anticipation for a particular product. In this case, customers would receive a first email early in the day the product went live with a calendar reminder to let them know the product was available in stores now and would be online later the same night. This email also promoted other products, which helped with customer engagement and cross-selling opportunities.

Highly Engaged Customers Lead to Highly Impressive Results

When Hot Topic measured the overall results, they discovered that customers were much more engaged and interacted with the new emails much more. Customers now spent twice as much time viewing the email, which helped ensure marketing messages were seen and read. Additionally, email recipients now clicked before, during, and after a product went live.

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THE NIGHTMARE BEFORE CHRISTMAS DIAMOND COLLECTION JACK SKELLINGTON POP!

SOLD OUT ONLINE.

Check your local HT for in-store availability!

EXCLUDED FROM ALL PROMOTIONS

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THE NIGHTMARE BEFORE CHRISTMAS
LOCK POP!



THE NIGHTMARE BEFORE CHRISTMAS
SHOCK SUPERCUTE PLUSHIE



THE NIGHTMARE BEFORE CHRISTMAS
ZERO POP! PLUSH



THE NIGHTMARE BEFORE CHRISTMAS
BARREL SUPERCUTE PLUSHIE

SHOP FUNKO

This generated new sales and revenue, especially in the case of customers visiting the site before the specific product was available.

The marketing team also measured campaign results based on the number of clicks the email received before and after the first image swap and how this influenced customers. The single biggest success metric was related to the number of customers complaining that products sold out before they were notified. Hot Topic has seen such improvement that they now believe they have virtually eliminated the challenge.

Hot Topic's experience with Liveclicker really is a win-win. By sending highly engaging, dynamic emails using LiveImage and LiveCalendar, Hot Topic solved a long-term customer frustration. Yet in doing so, the brand improved its own internal processes, better connects with its customer base, and has positioned itself to reap better business results.

Results



- Developed dynamic emails to improve the customer experience and alleviate past frustrations
- Increased email open duration by more than 200%
- Generated increased interest and clicks—before, during, and after a product launch
- Achieved a 23.85% click-through rate for all online shopping promotions

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.