Blue Wheel

LUXURY BEAUTY BRAND CASE STUDY

EMAIL MARKETING

FOR A TENTPOLE EVENT
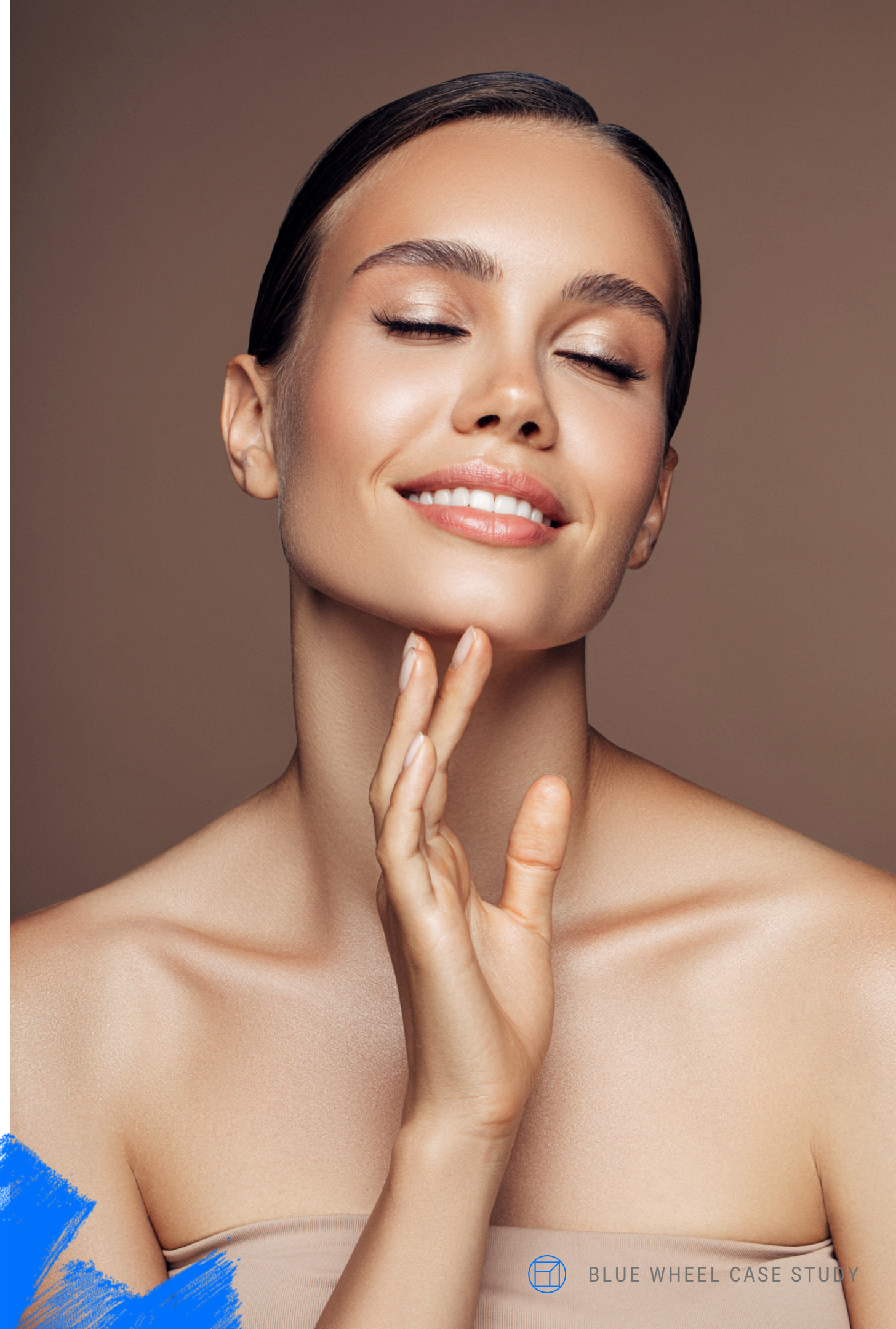
LUXURY BEAUTY BRAND

Leveraging the SAP Emarsys Platform for Email Marketing

A luxury beauty brand turned to Blue Wheel to improve email deliverability and execute a successful Memorial Day promotion. Our team crafted a comprehensive strategy leveraging the SAP Emarsys platform to maximize results.

SAP Emarsys is an AI-powered omni-channel customer engagement platform designed to help marketers create, launch, and scale personalized email campaigns that drive engagement and revenue.

Contents

This Luxury Beauty Brand case study has four sections, showcasing different aspects of our strategic Email Marketing efforts and accomplishments.

The Challenges & Goals

A luxury beauty brand teamed up with Blue Wheel to create an email marketing strategy for their upcoming Memorial Day sale.

The brand faced challenges with engagement and monetization. Due to spam issues and a lack of proper segmentation, they had a 16.8% open rate and a 0.4% click-through rate. The industry standards typically range from 20% to 30% for open rates and 1% to 2% for click-through rates. All of this hindered revenue potential during a crucial sales period.

Block bounces and spam filter issues limited inbox visibility, while minimal segmentation reduced engagement with high-net-worth customers. This period provided an opportunity to revamp the strategy and better reflect the brand's luxurious ethos.

The Main Goals:

- Achieve an IPR (Inbox Placement Rate) of over 95% for Memorial Day.
- Increase the email open rate to 25% and the click-through rate (CTR) to 1% or higher YoY.
- Lift the purchase rate from 0.1% to 0.3% and grow email-attributed revenue by 30% or more.
- Deepen customer trust through personalized, luxury-aligned content.

The Challenges & Goals

The Actions

To tackle our client's key challenges and objectives, we leveraged the Emarsys platform to drive our strategy, seamlessly integrating our team's expertise with its powerful capabilities.

Dynamic segmentation based on purchase history, browsing intent, and email activity helped tailor our marketing efforts. To optimize deliverability, we conducted audits of SPF, DKIM, and DMARC while suppressing 4.5% of inactive contacts.

We also proactively monitored performance through real-time dashboards, which enabled us to adjust timing, content blocks, and exclusions during campaigns. This comprehensive approach not only enhanced engagement and conversions but also protected brand reputation.

Key Action Steps:

- **Deliverability audit:** Identified ~2,600 high-risk addresses to improve bounce rate.
- **Segmentation strategy:** Built micro-segments (highly engaged, lapsed 60-120 days, etc.) covering 80% of sends.
- **Content development:** Refreshed templates with mobile-optimized dynamic product modules.
- **List hygiene:** Excluded 4.5% of inactive subscribers.
- **Monitoring & check-ins:** Regular client check-ins and daily dashboard reviews to adjust send times, segments, and CTAs.

The Results

With Blue Wheel's strategic expertise, the Memorial Day sale campaign delivered highly relevant, inbox-optimized emails. Segmentation ensured tailored experiences for high-value customers, while content resonated with the brand's luxurious identity. Deliverability enhancements protected long-term reputation, addressing all pain points and fostering trust.

Memorial Day Email Performance – Key Wins:

- Email-attributed revenue soared 43% YoY across the US and Canada, driven by precision segmentation and optimized offer timing.
- Revenue per 1,000 sends went up 5.5 times (US) and 20 times (CA).
- The Memorial Day campaign delivered a 448% increase in revenue per 1,000 sends compared to the prior.
- Open rate reached 35% (US & CA), surpassing the 30% benchmark for luxury beauty.
- Click-through rate (CTR) tripled: 2.3% (CA campaigns), 7.4% (US flows), exceeding the 1% industry goal.

- Click-to-open rate (CTOR) reached 5% (broadcasts) and 14% (flows), reflecting strong creative resonance.
- Purchase rate tripled in US and CA broadcasts, with flows driving a 39% revenue lift by nurturing mid-funnel traffic.
- Broadcast volume was reduced by 60%, yet revenue climbed, validating the "fewer, better emails" approach.
- Lifecycle flows scaled 3.6 times, capturing intent-driven revenue without over-mailing.
- Deliverability rate held strong at 98%, above the 97% luxury beauty benchmark, ensuring reach and engagement.

Open rate, click-through rate, click-to-open rate, and revenue per send exceeded internal targets and Emarsys luxury beauty benchmarks, reinforcing the brand's leadership in its category.

The Results

+43%

Email-Attributed Revenue
YoY (US & CA)

7.4%

Click-Through Rate
(US Flows)

14%

Click-to-Open Rate (Flows)

35%

Open Rate (US & CA)

5.5x

Revenue per 1,000 Sends
(US)

20x

Revenue per 1,000 Sends
(CA)

+448%

Memorial Day Campaign
Revenue per 1,000 Sends YoY

39%

Revenue Lift from Flows

98%

Deliverability Rate

3.6x

Lifecycle Flows

3x

Purchase Rate (US & CA)

-60%

Broadcast Volume

Email Marketing Glossary

- **Conversion Rate:** The percentage of recipients who complete a desired action (e.g., purchase) after clicking an email link, calculated as (Conversions ÷ Clicks) × 100. Tracks campaign impact on business goals.

- **Bounce Rate:** The percentage of emails that fail to deliver, calculated as (Bounced Emails ÷ Emails Sent) × 100. Includes hard bounces (permanent delivery failures) and soft bounces (temporary issues like full inboxes).

- **Deliverability Rate:** The percentage of emails successfully delivered to recipients' inboxes, calculated as (Emails Delivered ÷ Emails Sent) × 100. A key indicator of sender reputation and campaign reach.

- **DMARC (Domain-based Message Authentication, Reporting, and Conformance):** An email authentication protocol that protects domain owners from email spoofing and phishing by verifying sender identity.

- **DKIM (DomainKeys Identified Mail):** An email authentication method that allows an email sender to digitally sign their messages, enabling the receiving mail server to verify the message's origin and integrity.

- **SPF (Sender Policy Framework):** An email authentication method that allows you to specify which mail servers are authorized to send email on behalf of your domain, preventing spoofing and phishing attacks by helping receiving servers verify the legitimacy of incoming messages.

The Conclusion

The luxury beauty brand's Memorial Day promotion highlighted the effectiveness of Blue Wheel's segmentation-first and reputation-first strategy. This approach resulted in increased revenue, stronger engagement, and improved brand equity, all while using significantly fewer emails.

By seamlessly integrating Emarsys tools with a human-centric approach, Blue Wheel achieved outstanding deliverability and engagement. Our weekly check-in calls with the client allowed us to fine-tune tactics and ensure alignment with the brand's vision.

By emphasizing personalization and reputation, we generated measurable ROI and enhanced our client's standing in the premium beauty market.

About Us

Blue Wheel

We're a new breed of eCommerce agency, supporting brands through marketplace management and performance advertising. With over $1B in revenue managed for our clients, we'll help your brand from click to ship, scaling your brand's sales across DTC, Amazon, Walmart, eBay, and retail.

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