



CASE STUDY

abi and joseph revamps online shopping experience with dotdigital Engagement Cloud



Inspiring women to move with confidence is the vision behind the Australian activewear label, abi and joseph. Offering functional, performance activewear with a sophisticated aesthetic via their online boutique, this Brisbane-based design house is reaching new heights of success.

CHALLENGE

At a time where offering personalised experiences and communications can make or break the customer relationship, abi and joseph was limited to sending bulk emails out to its entire database without any marketing automation. There was no welcome email, there was no abandoned cart email, and data had to be manually uploaded into the backend of the Magento ecommerce platform. abi and joseph knew it was time to upgrade from its previous email marketing platform and begin providing its customers with the personalised experience they deserved.

66%
increase in
subscriber base

SOLUTION

Through an effortless integration of the dotdigital Engagement Cloud, abi and joseph moved quickly to implement automated welcome and abandoned cart emails that are both customer-centric and personalised.

After realising the success of its initial automated email campaigns, abi and joseph decided to run its biannual 'Win a Wardrobe' competition through the dotdigital Engagement Cloud. Previously, any competitions or surveys required the employment of an IT company to create an entire landing page, with the resulting data needing to be uploaded manually from an Excel spreadsheet. However, with the dotdigital Engagement Cloud the entire process became more efficient as the sign-up form was developed in-house with minimal involvement from the IT team. The IT team simply uploaded the code/form onto the website.

RESULTS

In the past, the design process for competitions was outsourced to designers and IT teams. However, with the dotdigital Engagement Cloud a single employee designs, sends and controls the automation of abi and joseph's email marketing campaigns. This has not only reduced the costs associated with its email marketing, it has allowed the emails and customer journey to develop consistency. The abandoned cart campaign has been a particular success, with a click to open rate of 35%.



Client



About

Australian activewear label abi and joseph offers functional, performance activewear with a sophisticated aesthetic via their online boutique

Established: 2006
Industry: Retail
Product: Fitness clothing
Headquarters: Brisbane, Australia
Location: Australia
Email database: 109k

Client response

"After implementing the dotdigital Engagement Cloud, we saw a difference straight away. We ran our biannual Win and Wardrobe campaign, and we got so many new subscribers. We also found 30,000 customers' data in Magento we hadn't been utilising. That's a lot of customers." - Danni Cook, Marketing and Graphic Design, abi and joseph

Stat highlights

32% CTR for abandoned cart campaigns
66% increase in subscriber base

Engagement Cloud tools utilised



Our solution

dotdigital's Engagement Cloud is the platform of choice for businesses seeking to engage customers across all touchpoints. Users can connect customer data, surface powerful insights, and automate intelligent messages across email, SMS, social, and more.