

AUDIENCE **SERV**

CASE STUDY

ET ERNA

INDUSTRY: FASHION

GEO: GERMANY



ABOUT ETERNA

ET ERNA

As a **leading fashion manufacturer**, ETERNA has relied on responsible and high-quality fashion since 1863. In 2019 the company achieved **106 million euros in revenue in more than 40 countries**.

The company aims to take the top position in Europe. To drive **company growth**, ETERNA wants to **gain new leads and increase sales**. For this purpose, ETERNA is looking for a trustworthy partner to scale customer acquisition.

- Industry: Fashion
- GEO: Germany
- Website: <https://www.eterna.de/>

CHALLENGE

ETERNA used various channels and methods for lead generation over the past years. Despite quantitatively good results, ETERNA is looking for an effective solution that also delivers **qualitative leads at fair costs**. For ETERNA, good quality is characterized by GDPR-compliant data and clear user interest in high-quality fashion.



GOALS



Efficient Lead Generation

ETERNA would like to generate qualitative leads in an efficient way to grow the business. An extensive, international database is crucial for the planned Europe-wide Email campaigns.



Compliance with Data Protection Guidelines

ETERNA attaches particular importance to the protection of personal data. For this reason, the fashion manufacturer is looking for a partner from Europe, who guarantees strict compliance with the applicable European regulations, such as the GDPR.

SOLUTION

Audience Serv offers a **highly-personalized and data-driven Email marketing solution.**

With the help of this solution, customers can **reach the ideal audience and win them over as new customers.** With our own and constantly updated database, we can guarantee opt-in & **GDPR compliant data sets.**




CAMPAIGN

To increase summer sales, ETERNA would like to use the Email channel for the summer sales campaign. In particular, Eterna aims to expand the customer base in Germany.

The target group for the campaign is defined as per below:

- ⚙ Gender: Women and Men
- ⚙ Age: 30+ Years
- ⚙ Interests: Shopping and Fashion
- ⚙ Further characteristics: Medium to high net household income
- ⚙ GEO: Germany

ETERNA



Hemden und Blusen
SSV
-21% extra
auf SALE*

**-21%
EXTRA***

EXTRA-SALE-Code im Warenkorb eingeben:

S4L3FN8



Nur gültig bis 13.08.2020

[SALE HERREN >](#) [SALE DAMEN >](#)

*Gültig beim Kauf von bereits reduzierten Artikeln bis spätestens 13.08.2020 im ETERNA Onlineshop (www.eterna.de) ab einem Mindesteinkaufswert von 49 EUR (nach Retoure). Nicht mit anderen Gutscheinen- und Rabattaktionen kombinierbar. Sonderaktionen können ausgeschlossen sein. Eine Rückvergütung auf bereits getätigte Einkäufe sowie die Barauszahlung des Betrags sind nicht möglich.
Nicht gültig für den Kauf von Custom-Made-Hemden, Gutschein-Cards sowie Behelfs-Schutzmasken.

Kauf auf Rechnung Versandkostenfreie Lieferung Kostenloser Rückversand

Kundenservice
Haben Sie Fragen, oder möchten Sie Feedback geben, wenden Sie sich [hier an unseren Kundenservice](#).

 [E-Mag](#) 

PROCESS

Audience Serv uses its own GDPR-compliant databases to run the campaign.

At the beginning of each campaign, Audience Serv tests various parameters to identify the ideal set up for the campaign.

Users of the target group have shown particularly high interaction with the campaign on weekends and evenings. The send out has been aligned accordingly.

Due to refining the campaign, the **opening rate** for Germany **increased from 22% to 47%**.

The campaign is carried out in 3 phases:

PHASE 1: DATABASE SEGMENTATION

Data records are prepared according to segmentation options.

PHASE 2: INTELLIGENT TARGETING

Sending Emails to target group and converting prospects into customers.

PHASE 3: CAMPAIGN REFINEMENT

The campaign is constantly monitored. This way, our experts can react to the live send-out and refine the strategy.

RESULTS



With the help of our highly personalized email marketing solution, ETERNA was able to achieve high conversions, generate GDPR-compliant leads and win satisfied customers.

Based on selected segmentation options, Audience Serv identified and reached potential customers. Thanks to the close monitoring and refinement of the campaigns, we achieved excellent results.

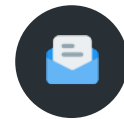
By using our data-driven solution, the costs for lead generation and conversion decreased compared to other channels. The ROI was significantly improved.

RESULTS IN NUMBERS



Available Volume Germany

15 MIO. CONTACTS



Average Opening Rate

37%



Average Click Rate

1.4%

TESTIMONIAL

"We made very good experiences with Audience Serv and have already run several campaigns with the international targeting specialist. We are convinced by the great results of the campaigns and the competent team. The entire process is designed to be very transparent. This way, you are always informed about the status and the KPIs of the campaign. We benefited from the quality of customer service right from the planning stage, because our contact person was able to help us with valuable tips to make our campaigns a success."

CONSTANZE CRULL, ONLINE MARKETING MANAGER, ETERNA

CONTACT

QUESTIONS?

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