AUDIENCE **SERV**

CASE STUDY

INDUSTRY: E-COMMERCE
GEO: SINGAPORE

ABOUT REDMART

redmart™

RedMart is an online grocery marketplace. The retailer wants to reach out to potential customers making them convert with a first purchase.

- Industry: E-Commerce
- GEO: Singapore
- Website: https://redmart.lazada.sg

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CHALLENGE

Redmarts challenge is to offer a new channel to reach out to new potential customers and to convert them with a first purchase.

The campaign actions should not surpass the defined target CAC.

GOALS

Redmart aims to win new customers in an efficient way to grow the business. To measure the success of online marketing efforts, Redmart is taking 3 KPI's into account:
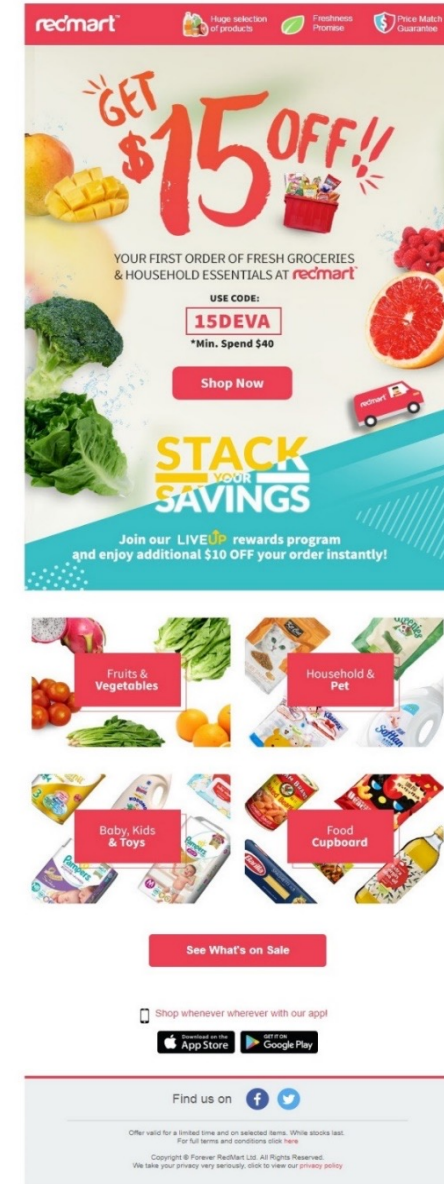
1) Number of new clients
2) Customer Acquisition Cost (CAC)
3) Newsletter Sign-Ups.

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CAMPAIGN

Audience Serv set up the campaign with an email Standalone using a responsive and mobile optimized design. With clear incentives and unique voucher codes, Audience Serv is prospecting the ideal audience to drive conversions.

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

⚙️ Gender: Women and Men

⚙️ Interests: Online, Shopping

⚙️ Further characteristics: Affluent

⚙️ GEO: Singapore

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PROCESS

As a first step, Audience Serv was matching RedMart and Audience Serv data base to identify and clear out same datasets using MD5 hashed Email Addresses.

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

To optimize the email campaign and to drive the performance, Audience Serv used retargeting techniques for email openers and website visitors.

Due to refining the campaign, the **opening rate** for Singapore **increased from 11,06% to 22,97%** and **click rate increased from 0,79% to 2,16%.**

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.

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RESULTS

Through precise Audience Targeting, we achieved Opening Rates of more than 20% providing our Email Prospecting & Retargeting Channel. In addition, we surpassed the expected KPI with a lower CAC.

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, Audience Serv was able to beat the targeted CAC (-23%). The ROI was significantly improved.

RESULTS IN NUMBERS

Available Volume Singapore
500K. CONTACTS

Average Opening Rate
17 %

Average Click Rate
1.5%

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TESTIMONIAL

"Working with Audience Serv has been lucrative and successful for Redmart Limited. The team is very dedicated, easy to work with and up to date with the latest trends in digital marketing."

YANHUANG LU, Acquisition & Performance Marketing Manager, Redmart

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CONTACT

QUESTIONS?

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