

Life's too short to drink a wine that's not for you – NakedWines.com's highly personalized emails

Retail



naked wines

40%
conversion rate

NakedWines.com is an online wine retailer that works on a subscription basis and operates in the UK, US and Australian markets. NakedWines.com's customers (called Angels) fund independent winemakers from around the world, in return for exclusive access to delicious wines at wholesale prices.

Objectives

- Enable the NakedWines.com team to expand their high-touch, personalized approach into their email program
- Drive customer loyalty via increased engagement and satisfaction
- Sell wine more closely aligned with individual customer preferences
- Drive an increase in Angel ratings by delivering improvement in their customer experience

The Challenge

NakedWines.com emphasize exceptional customer service to their members, who they refer to as "Angels". Through the NakedWines.com's website, mobile app, emails and phone support, Angels come to expect highly personalized wine recommendations as a result of their purchases and subsequent ratings. But in order to provide this experience at scale in their email campaigns, the marketing team needed to orchestrate a highly complex use of data, systems integration and technology.

The Solution

As part of their regular strategic review, their Adestra Account Manager suggested the idea of adding personalized product recommendations to their emails. A proof of concept was delivered



Automation

Email example

**Discover 3 new wines that you're
95% guaranteed to love**


Hi Stephanie,

These recommendations are based on the **29 wines** you've rated. Our math wiz looked at other Angels with very similar taste buds, and is 95% sure that you'll love these new discoveries.

And, as always, you're covered by our 100% money-back guarantee. So go explore! Learn about wine and expand your palate. We've got your back...

[Discover my TOP recommendation](#)

Your top 3 recommendations:




94% Personal taste match

Hearts & Bones Icon
Cabernet Sauvignon 2012
STUART PYMAUSTRALIA

~~\$49.99~~ **\$22.99** Angel Price
YOU SAVE \$27.00

[Let's do this](#)




92% Personal taste match

Karen Birmingham Zinfandel
Lodi 2013
KAREN BIRMINGHAMUSA

~~\$46.99~~ **\$9.99** Angel Price
YOU SAVE \$7.00

[Learn more](#)



and the go ahead was given for the project. With support from Adestra, the Naked Wines' development team generated an XML recommendations feed and the Adestra Professional Services team incorporated the relevant code to the email templates, set up the automated campaigns, quality assured and tested them.

The campaign delivers up to five unique wine recommendations with a percentage certainty based on data fed from their recommendation engine. The conditional email content, personalization, calls to action and recommendations are driven by a number of data variables including:

- Account balance
- Customer's basket contents
- Number of wine recommendations
- Percentage certainty of recommendation
- Subscriber's first name
- Number of wines rated
- Variable call to action driven by customer profile
- Wine recommendation(s) including: product image, product name with list price and Angel price, savings (calculated in email code), and dynamic URLs.

The Result

This campaign is remarkable due to NakedWines.com's adherence to brand integrity to produce a positive, personalized customer experience and attention to the email's contribution to fundamental business metrics. The email met or exceeded all key metrics from previous monthly wine promotions in its initial iteration.

40%
conversion rate

7.9%
increase in gross
profit per customer

Other results and the business impact of this campaign:

- 5.2% increase in site conversion with customers who click-through
- 7.2% increase in total conversion to order

About Adestra

We have been empowering clients to maximize marketing ROI through email-driven technology for over 10 years. Our flexible account structure and obsession with customer success have gained the trust of global and growing brands alike. Founded on the principle that marketing success takes more than technology, we're not just Software as a Service, we're Software AND a Service.

Could email automation help you boost your results?

Contact Adestra today to discover how we can help you make your data work harder with the use of powerful technology.