



NEW
LOOK

+391%

Click Through Rate

Fashion retailer boosts email engagement with interactive experiences

New Look implements experiences that significantly increases email clicks and increase conversions.

"The key for us is to provide our email subscribers with great content that surprise and delight them over and over again. Doing so builds a reputation for putting our audience first and sending content that drives online engagement and sales conversion. The intuitive Odikki platform helps us doing so very well. We can publish experiences very easily, no coding skills required."

CRM Manager New Look

New Look, founded in 1969, is a British global, multichannel brand offering on-trend, value-fashion for women, men and teenage girls. Newlook.com ships to 66 countries world-wide. New Look has more than 5 million followers on social media, across Facebook, Instagram and Twitter.

CHALLENGES

New Look wanted to increase clicks and conversions coming from their email marketing campaigns. To increase engagement they wished to test content that is interactive and actionable. Producing engaging content isn't easy. That's why marketers agree that it's the most challenging aspect of their marketing campaigns.

Customer engagement is crucial to customer retention and New Look wanted to use interactive content to enhance their email marketing campaigns. With interactive content New Look aimed to test unique user experiences in comparison with traditional email campaigns by tracking click through rates and conversion rates as performance indicators.

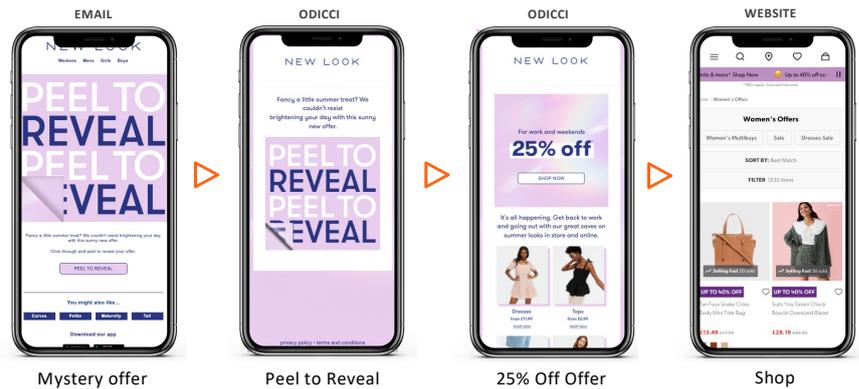
+70%

completion rate

“The key is to provide content that surprises and delights over and over again...”

SOLUTION

To test the engagement of email subscribers with interactive content New Look sent an A/b test with two different email versions to two separate segments to their customers. One email contained no interactive content and another one with a call to action to an interactive sticker to reveal a mysterious offer. In the email a moving gif is guiding recipients to an Odicci experience page where the cover image can be peeled to reveal what the mysterious offer is.



As soon as the offer is revealed a confirmation page of the offer is shown together with direct online links to recommended products for purchase in the New Look website.

RESULTS

Results from the A/B test showed that the Odicci experience increased CTR by 391% versus the version without any interactive content. The New Look team also measured a substantial revenue increase on the back of the interactive peel to reveal experience.



Participants



Click Through Rate Increase



Completion rate

Find out more

Contact us for a demonstration of the Odicci Engagement Platform to collect Zero-Party Data and deliver better personalised experiences.

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The New Look team is now building a delivery roadmap of interactive experiences to drive email engagement. Customer journeys and customer profiles change over time. As needs and interests evolve, interactive content and email engagement tactics will evolve as well.