

Discover how SmartMail helped Daily Steals increase total revenue by 16% with lifecycle and behavioural emails.

Overview

Daily Steals are a market leading private sales/daily-deal online web-store. With tens of millions of visits to their site and even more emails sent each month, the company was sitting on a mountain of data they wanted to leverage to increase sales through their most successful marketing channel. Email.

Moving away from Spray and Pray

In the effort to move towards more personalised 1:1 email marketing, SmartMail helped Daily Steals develop and build a data driven email-marketing strategy that would fulfil the following criteria:

- Analyse existing customer data to develop rich customer segments.
- Implement behavioural email campaigns based on what users did or didn't do on the website.
- Send personalized newsletters that increase customer loyalty, engagement and retention.
- Automate every step of the process to ensure ongoing growth.

An Easy and Seamless Integration

Aside from the ease and simplicity of the actual implementation, SmartMail also provided a dedicated resource, on-site for the entire on-boarding process to ensure no time was lost. As a result, Daily Steals were live with their first behavioural campaign within the first week of getting started.

Automated Behavioural Campaigns

Within the first 30 days of going live, SmartMail had launched a handful of campaigns including:

Campaign	Open Rate	Conversion %	Revenue Uplift
Cart abandonment	42%	17%	3%
Product page browse	34%	12%	4%
Site search browse	39%	5%	1%
Category browsers	22%	8%	2%
Welcome series	38%	15%	3%
Churning customer series	19%	22%	2%
First purchase welcome	26%	16%	1%

An Additional \$200k in Revenue After 45 Days

SmartMail always yields strong results from the moment new campaigns go live, however the results generated by Daily Steals within their first 6 weeks of going live were quite phenomenal:

- Over 22,500 new subscribers to their email newsletter.
- Total site wide revenue uplift by over 16%.
- Average order value 97% higher than site wide average.
- Over 15x ROI on their initial investment on SmartMail



"The team at SmartMail increased our total revenue by 16% without us lifting a finger. While their lifecycle campaigns have become our highest converting marketing channel."



Deeon Brown
Chief Marketing Officer

DAILY STEALS