

CASE STUDY

# Ann Summers

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# Ann Summers drives ROI with automation and Dotdigital's eRFM

As a multinational retailer with over 80 stores on the UK's high streets, Ann Summers has long been praised for their engaging and fun approach to marketing. Since 2019, the brand has been working with Dotdigital to create cross-channel campaigns that drive sales and keeping customers coming back.

## 1.

### CHALLENGE

From a reduced marketing team to changes in consumer behaviour, Ann Summers was faced with post-COVID challenges that required the Digital Marketing team to find new ways to increase ROI while respecting limited resources.

## 2.

### SOLUTION

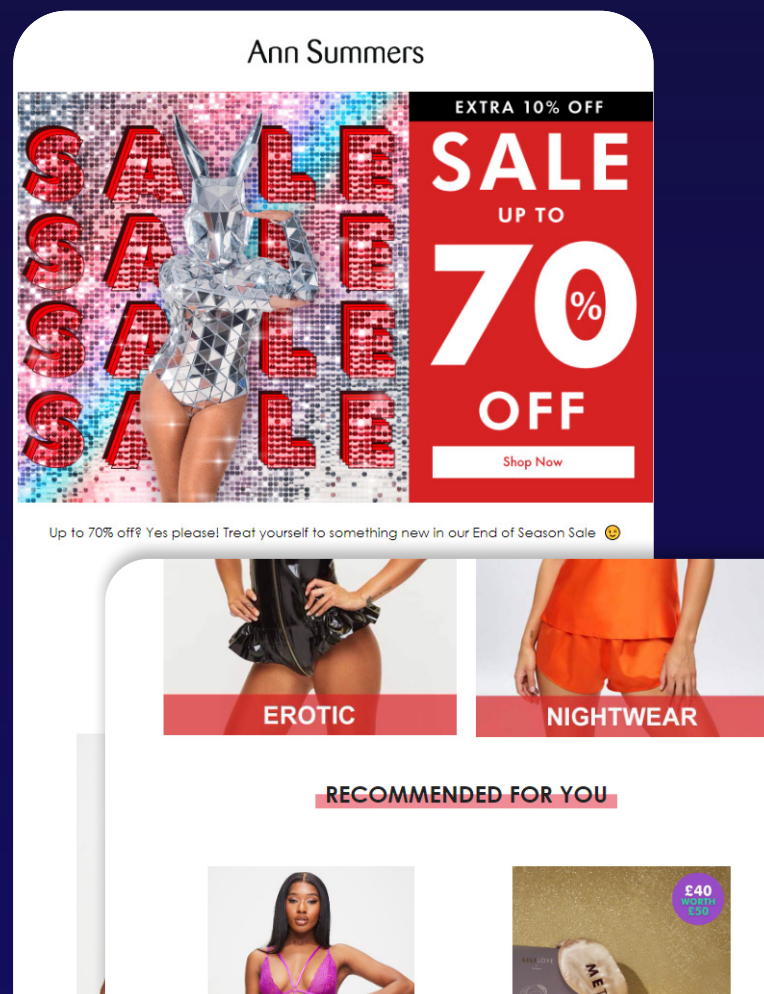
An in-depth engagement analysis showed that automated content was driving far more revenue than their pre-planned campaign calendar. Keeping this in mind, the team started off by crafting a new, modular and easy-to-use email template. This resulted in a more creative look, optimized for both mobile and desktop. It also included dynamic content from Dotdigital partner Fresh Relevance.

Next, the team adopted Dotdigital's eRFM modelling, as well as website tracking to target customers more granularly based on their behavior and intent signals. They then improved their suite of automated campaigns to further reduce manual work. Programs introduced included Black Friday, Easter promotions, summer sales, and more.

## 3.

### RESULTS

Off the back of this, they saw an increase in revenue generated from automated customer journeys of 43%, and an uplift of total email revenue of 11%. Their overall strategy of being more targeted and working on personalized content resulted in a 20% increase in conversions, whilst reducing the time and effort required by the team.



# 11%

INCREASE IN TOTAL  
EMAIL REVENUE

# 43%

UPLIFT IN REVENUE FROM  
AUTOMATION

# 20%

INCREASES IN  
CONVERSIONS