

Retailer drives direct-to-consumer sales through effective CRM and email

SOLUTION

Optimized Template System
& Ongoing Support

SERVICE

Marketing Cloud

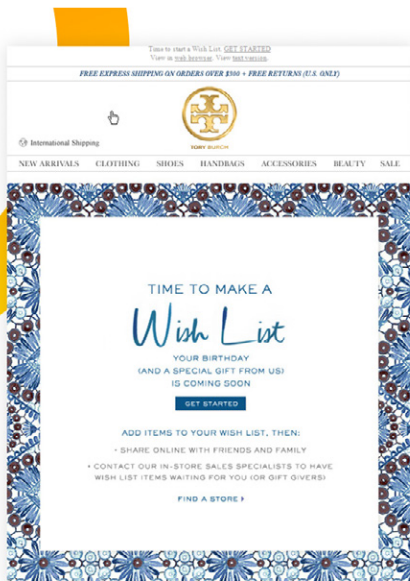
VERTICAL

High-End Retail Brand

THE CLIENT:

Market-leading lifestyle brand

[Tory Burch](#) is a global luxury lifestyle, fashion and apparel brand with more than 120 freestanding boutiques and a presence in more than 3,000 department and specialty stores around the world. The brand has also maintained a thriving e-commerce business since the relaunch of [Toryburch.com](#) in 2011.



THE CHALLENGE:

Migration to a new platform to improve customer connections and increase sales

Tory Burch needed a certified partner to help them migrate to a new marketing platform, Sailthru. They needed help creating best practices and an [overall platform strategy](#), implementing email marketing optimization and campaigns, and mapping bespoke solutions – a true full-service requirement. Importantly, Tory Burch needed to get the most out of their first-party data across email, CRM and e-commerce to ensure a better customer experience led to increased direct-to-consumer sales.

THE SOLUTION:

Cross-functional expert team created a personalized marketing engine

Theorem created a cross-functional, expert team composed of Sailthru platform and email domain experts tasked with providing flexible and responsive support to the Tory Burch marketing, CRM and IT teams. Our extensive platform knowledge paired with our keen understanding of Tory Burch's business and marketing needs ensured successful implementations of Sailthru's tools, including advanced Zephyr scripting, complex Lifecycle Optimizer automations, custom landing pages and forms, and [targeted email templates](#). Our solution helped create and deliver personalized email content based on multiple variants of customer data points.



THE IMPACT:

A smart solution that helps connect internal teams and increase sales

Our successful audit, consultancy solution, email marketing optimization and ongoing campaign management has enabled Tory Burch to create a more robust and scalable direct-to-consumer digital business. By delivering best practices, new processes and documented knowledge sharing, we have helped better connect different internal teams across marketing, sales, IT, design and product. Our agile solution, across these departments, has allowed Tory Burch to spend more time understanding their customer and selling more products.

**Digital challenge?
We have your solution.**

 www.theoreminc.net

 hello@theoreminc.net

