

# Manage Opportunities for Luxury Retail Clients

*Case Study from Luxury Retail Company*

Luxury clients require an end-to-end, tailor made approach from stylists, from the way they communicate to the products they share.

Stylists should be able to choose the right comms channel, to build the right email or message, with the right products on the right moment.

## *Business Impacts*

**+10% increase  
Open  
Rate Emails**

**Impact on ~30%  
global revenue**

**Boost on Stylists  
productivity and  
sales**

## *How Certwo Helped?*

We've developed a tailored solution for Stylists. It uses recent search insights to help them select the right products and includes a custom email builder within Salesforce. This allows Stylists to create personalized communications quickly and send them through various channels. The emails also offer tracking features to monitor recipient engagement.