

# Global Dynamic Email Personalization & Content Management at Rituals



Whitepaper

# Content

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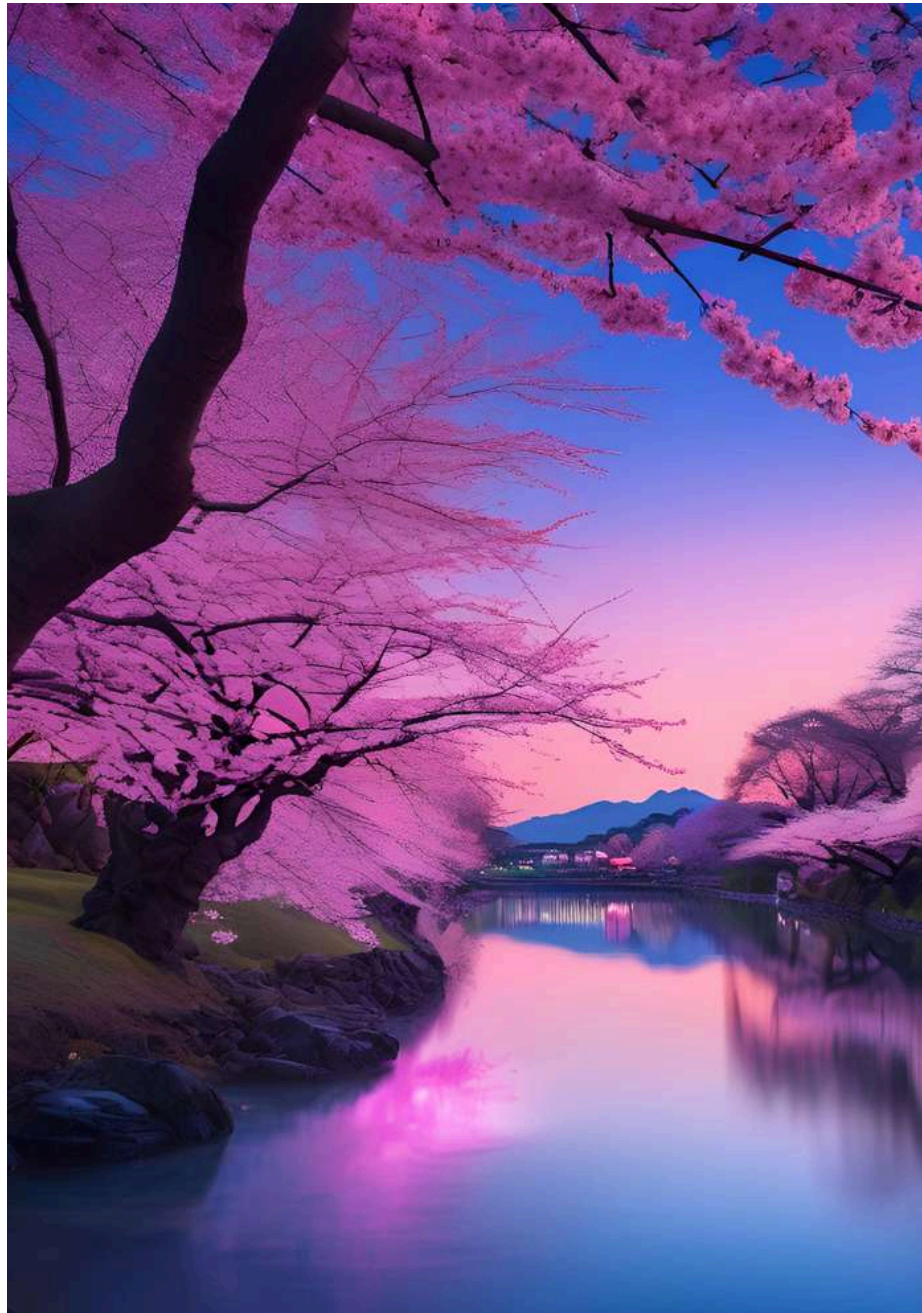
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# Introduction

**Email is Rituals' most vital online channel**, reaching millions of people worldwide each day with its marketing messages. Personalization plays a crucial role in making these communications more engaging and relevant to the audience. But with such a diverse and international group of recipients, the challenge lies in effectively tailoring each email to resonate personally with every individual. How can Rituals achieve this level of personalization on a global scale?







This approach **maximizes the use of Rituals' rich first-party data, reducing reliance on paid media to drive (repeat) purchases.** Additionally, it lays the groundwork for further advancements toward a more data-driven and automated solution, leveraging AI to create relevance beyond email—across multiple channels in an omnichannel strategy.

In collaboration with Rituals, Harvest Digital has developed **dynamic email components** within the Salesforce Marketing Cloud platform, **tailored to local markets.** We have also built a custom application to manage content and targeting, allowing local marketers to incorporate regional customer insights into Rituals' international email campaigns.



# Goals

The main goal was to make it more efficient **to create relevance for customers in the marketing emails of Rituals**. We achieved this by giving the local marketer the opportunity to manage content in the international emails themselves.

In addition, Rituals wanted to **offer the local marketers more autonomy and flexibility** in the content that is shown to 'My Rituals members', as well as offer the global marketer the opportunity to monitor the quality of content and the Rituals brand.

## This led to the following sub goals

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- 1 Different content must be shown to the customer based on customer data and set business rules
- 2 The solution must be able to handle different languages
- 3 The content must be able to be managed by both local and global marketers in one application
- 4 The application must be user-friendly for marketers all over the world
- 5 Global marketers must have the ability to approve local content before it is shown to customers, and feedback must be provided when rejected
- 6 Marketers do not need to have knowledge of arranging dynamic content in email templates within Salesforce Marketing Cloud
- 7 Email templates must be reusable

# Content block

Select a content block to personalize

Step 1 Choose a Content Block



STORE OPENING



THREE TILE



TWO TILE



ONE TILE

Set a start and end date for the content

Select audience for local markets

The screenshot shows the 'RITUALS... CONTENT PORTAL' interface. The main content area is divided into three sections: 'Step 2 Select audience', 'Step 3 Create email content', and a preview of the 'TWO TILE' content block. The 'Step 2 Select audience' section includes dropdown menus for 'COUNTRY' (DE) and 'LANGUAGE' (DE), date pickers for 'START DATE' (12-01-2025) and 'END DATE' (12-02-2025), and a section for 'AFFINITY STORES' with a dropdown menu (120345) and buttons for 'Left', 'Right', and '+'. The 'Step 3 Create email content' section includes text input fields for 'TITLE' (New Store Opening), 'SUBTITLE' (Enjoy rituals), and 'BODY COPY' (Lorem ipsum dolor sit amet). The preview section shows a 'TWO TILE' content block with a 'RITUALS...' storefront image and a 'Persoonlijk advies' section with a 'VIND WINKEL' button. At the bottom, there are three buttons: 'SUBMIT AS REQUEST', 'SAVE AS DRAFT', and 'DUPLICATE REQUEST'.

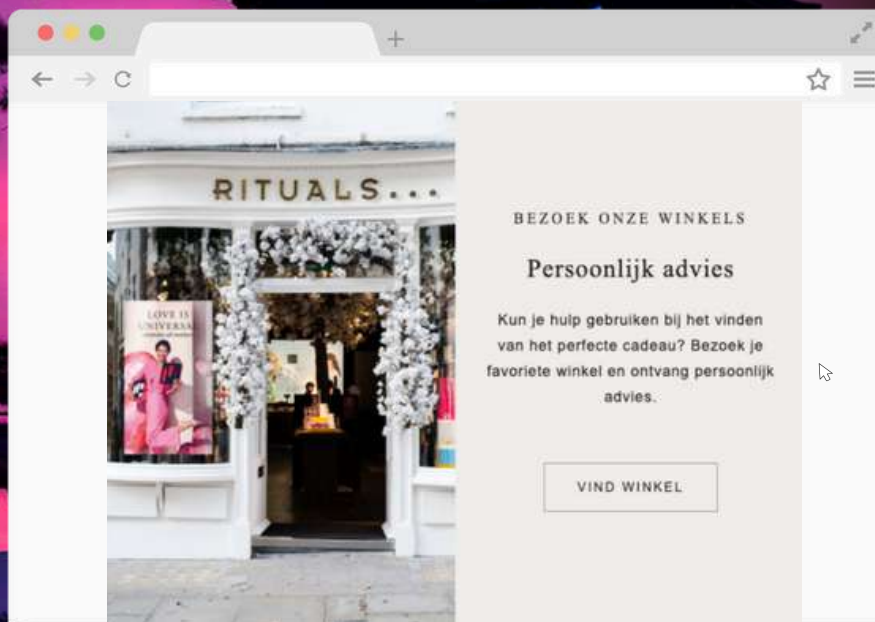
Select a specific store

Personalize the block with specific content



# Customer value

Customers receive more relevant messages in international marketing emails, with content tailored to them based on insights from local markets. **This personalized approach enhances the value of the emails for each recipient.**





# Value for Rituals

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The back-end of the email personalization process is now well-organized, allowing Rituals to **use dynamic content within marketing emails across countries and languages, without the need for a lot of manual work** in the email templates. In addition, the volume on which the solution is applied is unique as local and global marketers work together using the four-eyes principle.





# Impact

**The key achievement has been to bridge the gap between local and global marketers**, enabling them to collaborate effectively on delivering optimal content for Rituals' international emails. Using **the content portal has made this process more efficient**, saving time compared to manually managing email content. Since much of the content is retail-driven and aimed at driving in-store visits, it can be challenging to directly quantify the impact in terms of revenue.