

## Case study Knaldeals.com

### Gradually moving toward successful up- and cross selling with a new approach in email marketing

Knaldeals.com is a successful brand-independent Dutch web shop selling various accessories for smartphones, tablets, and smart watches. Next to smartphone cases, chargers, and car kits, Knaldeals.com offers portable speakers, wearables and headphones.

To support its online sales, Knaldeals.com has used external email marketing systems ever since it started in 2013. As the company grew, so did its ambitions. With those ambitions in mind, Knaldeals.com decided to take their email marketing into their own hands, in order to work more cost efficiently and to render their agent obsolete. In addition, the company set out to find a tailored solution that could gradually grow with their ambitions.

In 2015, Knaldeals.com selected optivo® broadmail, the optivo email marketing platform. The new and extensive possibilities the platform has to offer, have inspired Knaldeals.com to investigate their email marketing strategy thoroughly.

### Automated incentive system

Knaldeals.com decided to invest in additional functionality. The main goal was to automate certain elements of their email marketing like the Knaldeals.com loyalty system. When customers purchase a product, they can earn coins and save these for discounts on future purchases. Customers whose coins are about to expire, are reminded through the optivo system. Knaldeals.com is now planning on sending automated mailings, such as birthday greetings, and automatically retargeting shopping cart abandoners or customers who made a purchase a while ago.

### Improve turnover with the right email frequency

After putting optivo® broadmail into use, Knaldeals.com carried through a number of optimizations. One of those included adapting the email frequency of mailings. The frequency of thematic mailings (next to service emails) increased from one per month

### Reference customer



Knaldeals.com is a successful brand-independent Dutch web shop and offers its customers various accessories for smartphones, tablets, and smart watches. Next to smartphone cases, chargers, and car kits Knaldeals.com offers portable speakers, wearables, and headphones. It was founded in 2013.

[www.Knaldeals.com](http://www.Knaldeals.com)

### Facts

- ▶ Turnover growth from newsletter 47%
- ▶ Effective up-selling and cross-selling
- ▶ Automated incentives
- ▶ Average opening rates of 20%
- ▶ Click rates of 17%

### Online Marketeer at Knaldeals.com

'Thanks to optivo® broadmail we need just a couple of basic tools to get the most out of our email marketing. We want to keep our email marketing in our own hands as much as we can, because we have a lot of marketing knowledge and expertise in-house. optivo has helped us tremendously in setting up the early stages of the entire process, allowing us to take over in no time at all. optivo® broadmail offers us the ease-of-use and independence that we value most.'

to four or five thematic mailings per month (using a very precise content planning). This was a much more suitable frequency for Knaldeals.com. In addition, some brand-specific mailings were instigated. These optimizations lead to impressive results.

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The number of purchases increased by 50%, leading to an increase in turnover of 47%. Conversion increased by 17%, mainly by personalizing and optimizing the design of the newsletter and other discount newsletters. After optimization, the number of opt-ins increased by 46%.

The recipient list continues to grow, because a steady stream of new customers are finding their way to the web shop and are signing up for the newsletter when they make a purchase. In addition, to gather new email addresses, Knaldeals.com occasionally organizes a contest. This all contributes to a continued and robust growth of the recipient list.

### Relevant information for the right target audience

Thanks to a solid strategy and matching content planning Knaldeals.com has learned how to adapt to current and relevant trends in the market. For example, when the mobile game Pokemon Go was launched, Knaldeals.com sent all its customers a mailing in which they offered a special discount on power banks. Needless to say, sales roared.

The Knaldeals.com marketing department accurately monitors customer behavior in newsletters and on their website. With the information gathered from these data, combined with the visual link analysis and other insightful reports from optivo, mailings can be optimized increasingly accurately for the different target groups. This prevents, for example, Samsung users from receiving too much information about iPhone products and vice versa. At this moment, Knaldeals.com is investigating whether

it might be profitable to send personalized offers in the near future. By not only implementing the right product offers and deals but also by including information that is both sales-driven and created to inspire, Knaldeals.com makes its newsletters more relevant and effective.

Knaldeals.com is continuously improving, expanding and professionalizing its email marketing strategy for the future, leading to a more expansive customer base, well-informed and satisfied customers and even better sales results.



Knaldeals newsletter

You want to expand and professionalise your email marketing? Our experts are happy to support you in finding the perfect measures to reach your goals. Contact us via [consulting@optivo.com](mailto:consulting@optivo.com).