



MARC FISHER CASE STUDY



Objectives

Marc Fisher, a designer woman's footwear company, hired Revel as their digital marketing partner to consult on e-commerce strategy. One of their stated goals was increasing overall email list size and channel revenue.



Challenges

Revel was tasked with improving overall performance of the email program, as well as with creating an email acquisition strategy to grow the database while maintaining quality leads to increase overall channel conversion rate and revenue.

Revel was required to use creative techniques, as well as various technologies and partnerships to increase the list size with a limited budget.

THE RESULTS

Benefits One

168% Increase In Email List Size YoY

Benefits Two

223% Increase In Email Revenue YoY

Benefits Three

63% Increase In Email CVR YoY

Benefits Four

25% Increase In Email Share of Revenue YoY



Game Plan

Revel launched lead generation campaigns on Facebook and Instagram targeting interest and algorithm based audiences to engage qualified users with the brand in the form of email subscriptions.

In addition, Revel's partnerships were utilized to grow the database through paid acquisition and co-branded sweepstakes while maintaining a focus on generating quality leads.

Concurrently, Revel provided ongoing email strategy recommendations around split testing, mobile optimizations, automation, segmentation, and creating meaningful and actionable benchmarks to improve the overall program and dollar per message sent of each email.