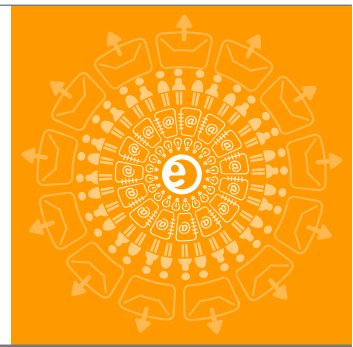


CASE STUDY

Chic Fashion Retailer Karen Millen Launch Digital Direct Marketing Strategy with Style

KAREN MILLEN



→ "We wanted to work with a partner who has experience of the fashion industry, as well as the technology and know-how to make our email marketing campaigns successful. eCircle have consistently delivered fast, measurable results." (Emma Bott, eCommerce Manager at Karen Millen)

 Email List Rental  Lead Generation  Email Marketing Software

OVERVIEW

CHALLENGE:

- To develop a fully profiled database
- To increase the intelligence of its database through segmentation techniques
- To drive traffic to its newly launched website to correspond with its repositioning as a chic, high-end retailer

SOLUTION:

- To implement a lead generation campaign to generate Karen Millen brand new sign ups for future campaigns
- Broadcast emails from eC-messenger to its own database to increase deliverability and loyalty
- Undertake a list rental campaign to complement re-brand of website

RESULT:

- Over 8,000 new leads generated from first two campaigns
- Target leads exceeded within 5 days
- Pan-European campaigns delivered following success in UK

Karen Millen

KAREN MILLEN

Headquarters:	UK
Industry:	Retail
Website:	www.karenmillen.com
Products:	Email Marketing Software, Lead Generation, Email List Rental

Having recently re-launched its website with improved usability and enhanced functionality to improve conversions, Karen Millen wanted to focus on list growth to increase traffic to the site. It identified that this could be achieved through an email marketing strategy which would employ targeted email campaigns to generate newsletter signups. This would generate data which could be analysed and segmented for future campaigns.

Karen Millen brings a designer approach to the high street, dressing confident, glamorous women in polished, fun and feminine clothes. Trends are given a chic spin and always echo the brand's original core values and vision. The label's signature knits, coats, polished tailoring and stunning eveningwear focus on beautiful fabrics and immaculate finishes. The brand prides itself on its individual, well-made pieces that transcend the seasons

The company was founded in 1981 by business partners Kevin Stanford and Karen Millen. It saw rapid expansion throughout the nineties, and was acquired in June 2004 by Mosaic Fashions Ltd which also owns Oasis, Coast and Whistles, Warehouse, Principles and Shoe Studio.

→ From recommendation to relationship

eCircle's relationship with Karen Millen began as a result of existing partnerships with other brands within the Mosaic group including Coast, Oasis, Principles, Shoe Studio and Warehouse. eCircle replaced Karen Millen's incumbent agency, Frontwire. "It was eCircle's ability to both generate new leads and broadcast campaigns which really first attracted us to them" says Emma Bott, eCommerce Manager at Karen Millen. Email marketing allows this high quality retailer to communicate directly with its target audience of wealthy professional women with a passion for fashion. The campaigns were planned to tie-in neatly with the launch of Karen Millen's new website.

→ Email campaigns to complement the new website launch

Working closely with eCircle, Karen Millen wanted the campaigns to both coincide with and complement the launch of the website. The main aim of the digital strategy was to increase the number of people on its database with fully profiled members for targeted campaigns. In order to build up the database, Karen Millen undertook a list rental campaign to generate new subscribers to its newsletter with an offer to win a wardrobe worth £1,000. Users who opted in to receive the newsletter were taken to a fully branded landing page hosted by eCircle, and automatically added to its database within eCircle's email broadcast platform eC-messenger. An additional campaign promoting Karen Millen's sale was subsequently sent out and both campaigns produced significant results. "We were thrilled to generate over 8,000 brand new leads from these two campaigns alone" comments Emma.

→ Database segmentation allowing better targeting

Following these successful initial campaigns, Karen Millen was able to segment its database based on people who subscribed to the newsletter at the point of purchase and people who signed up as a result of a competition, and send them targeted personalised content. It identified people who were most responsive to discounting and a group was set up to target this section of the database with further offer-based emails.

→ Lead generation campaigns

As well as using eCircle's technology eC-messenger to broadcast its emails and undertaking list rental campaigns, Karen Millen wanted to generate leads. As an end-to-end digital direct marketing supplier, eCircle were able to provide Karen Millen with this service. "We were really surprised that it wasn't just women who subscribed! Men also signed up, which has enabled us to plan gifting campaigns." Emma continues.

→ A pan-European approach

Complementing the existing campaigns further, Karen Millen decided to implement a campaign in advance of its Christmas activity to generate 25,000 UK female subscribers (name, address and date of birth were captured), 10,000 French subscribers and 10,000 German subscribers. The aim of this campaign was to capture additional leads which would form part of a group for Christmas promotional targeting. "We exceeded our target number of leads in just 5 days, which we were delighted with" says Emma.

"eCircle have more than met our expectations for our email campaigns, the results have been fantastic!"

Emma Bott
eCommerce Manager Karen Millen



Karen Millen's pre-Christmas Campaign



A Karen Millen list rental campaign



A Karen Millen list rental campaign sent out in France

→ "Karen Millen's UK campaigns were so successful it led to additional campaigns being sent out across Europe including France and Germany."

→ Conclusion

One of the main reasons Karen Millen chose eCircle to be its partner for its digital direct marketing strategy was because eCircle were able to deliver a range of services. From the broadcast solution integrating with Karen Millen's database to list rental and lead generation campaigns, we were able to cater for all its needs, delivering excellent results and cementing our relationship further. Future exciting developments include integrating email with web analytics allowing Karen Millen to track online and email behaviour as well as event trigger campaigns, and taking advantage of the survey builder tool, a new feature of eCircle's latest version of eC-messenger. ■



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→ **About eCircle:** eCircle is one of Europe's largest digital direct marketing companies, owning the most comprehensive permission marketing database for email campaigns and lead generation as well as a state-of-art technology solution for digital direct marketing. Since 1999 eCircle has stood for innovative and efficient online marketing for customer acquisition and retention. Leading organisations including Argos, HBOS and Samsung trust our consistent customer care, our long-term experience and not least our highly motivated and committed employees. The company has more than 200 employees, with headquarters in Munich and additional offices in London, Paris and Milan.