

# How a retail giant increased its revenue by 35% through e-mail marketing?



**15%**

increase in  
lifecycle program  
audience

**35%**

increase in  
e-mail driven  
revenue

**40%**

more e-mail  
driven orders

**50%**

jump in  
click-to-open  
rate of daily  
promo emails

## CLIENT

The client is one of the largest supermarket chains in Australia. They have over 100 stores across Australia and over 30,000 employees.

## CHALLENGES

- Lack of Quality data and integration
- Increasing engagement rates and customer acquisition
- Improving email personalization and brand awareness

## SOLUTION

- Maximizing the effectiveness of existing transactional triggered messages
- Personalizing emails by speaking directly to consumers based on their characteristics, behavior and preferences
- Implementing responsive design that automatically adapts emails to various screen sizes for mobile users
- Targeting consumers browsing through products or abandoning their shopping carts through a specially designed remarketing campaign

## RESULTS

- Triggered email campaigns generated **25% of e-mail driven revenue**
- The retail giant was able to achieve **33% of e-mail driven website visits**
- Generated **35% of e-mail driven revenue**
- **81% share of voice compared to direct competitor**

**Additionally, with spectacular results achieved through Lake B2B's email marketing team, the client further worked with LakeB2B to create a lifecycle email program which boosted customer loyalty to the brand**

"Ever since the first day, Lake B2B's dedicated team has gone above and beyond to make the transition seamless and push our program to new heights. The strategic guidance, improved digital communications, engaging social conversations with our customers along with flawless execution are a few benefits that we gained through our partnership with Lake B2B."

Charles Hanson, Director Channel Strategy

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