

PAPER STYLE—**SECRETS** OF AN **AWARD-WINNING** CAMPAIGN

TARGETING KEY SEGMENTS TO BOOST YOUR EMAIL RETURN



WHEREOWARE
DESIGN • DEVELOPMENT • MARKETING

The problem:

PaperStyle.com sells custom invitations online. Like many companies, they were accustomed to sending the same message at the same time to their entire email database, regardless of demographic or interest. Eventually, their open and click through rates started suffering.

The solution:

In order to increase Paper Style's email effectiveness, Whereoware looked through past purchase history and Google Analytics data to identify actionable customer behaviors. Using this information, they were able to pinpoint a key segment: brides and/or bride's friends.

Whereoware then developed an innovative campaign focused on promoting Paper Style's wedding offerings. The campaign was comprised of a series of emails that followed a bride and/or her friends through wedding events, offering Paper Style products to match their needs along the way.

How it came together:

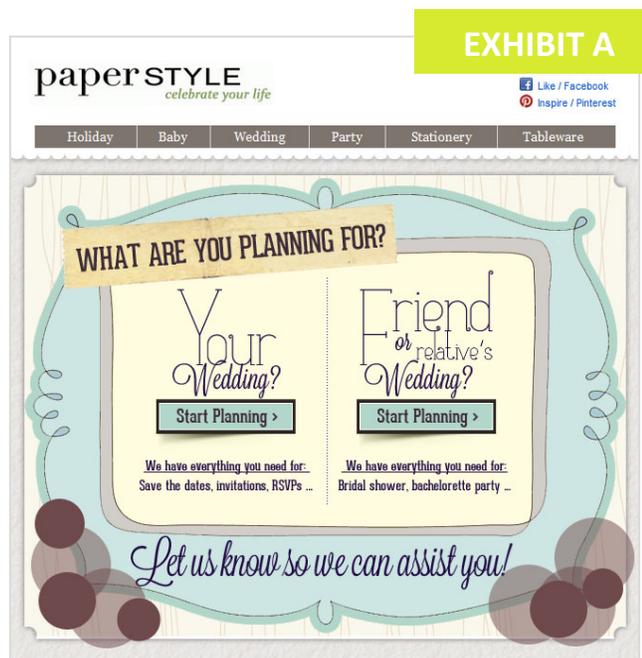
Whereoware analyzed several wedding help resources, and combined this research with Paper Style's firsthand knowledge of wedding purchase behavior in order to come up with a wedding 'timeline' for bridal shoppers to follow. For example, the timeline assumes that a bride might buy Wedding Favors (given at the wedding) before Thank You Cards (usually sent after the wedding). The campaign was laid out following this logic (see Exhibit B).

Completing any of the actions below triggers a series of targeted emails shepherding customers through the wedding timeline.

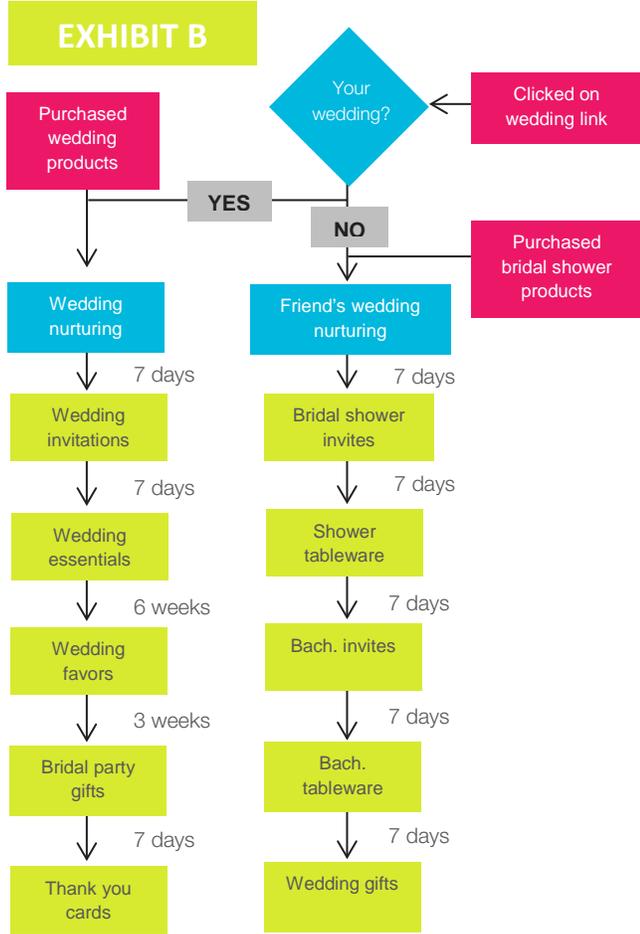
Each email offers product suggestions in keeping with their current stage of wedding planning. Customers are entered into the campaign by:

- clicking on a wedding link in any Paper Style email
- purchasing wedding or bridal shower products
- visiting a wedding-related page on the PaperStyle.com website

Let's take a closer look at the campaign...



Intro email: *Planning for a Wedding?*



Once a customer is brought into the campaign, the first email sent asks if customers are shopping for themselves or for a friend (see Exhibit A).

Depending on which option is selected, they are assigned to one of the two different email tracks: 'Your Wedding' or 'Your Friend's Wedding'.

The two tracks send five emails each (see Exhibit B). The email topics break down in this manner:

- **Your Wedding**
 - Wedding invitations
 - Wedding essentials
 - Wedding favors
 - Bridal party gifts
 - Thank you cards
- **Friend's Wedding**
 - Bridal shower invites
 - Shower tableware
 - Bachelorette invites
 - Bachelorette tableware
 - Wedding gifts

Email track: *Your Wedding*

The image shows three email content blocks from paperSTYLE. Each block has a header with navigation tabs (Holiday, Baby, Wedding, Party, Stationery, Tableware) and social media icons (Follow / Twitter, Like / Facebook, Image / Pinterest).

- Wedding Favors:** "AFTER THE CAKE IS GONE YOU STILL HAVE THE Favors!" - Accents your wedding with that little extra special touch that your wedding guests will enjoy and remember! Includes "Shop wedding favors" button and product images.
- Bridal Party Gifts:** "Don't forget gifts for the bridesmaids & groomsmen" - Includes "Shop All Wedding Party Gifts" button and product images.
- Thank You Cards:** "Don't forget about the Thank You's!" - Includes "shop all thank you's & stationery" button and product images.

Below each email content block is a corresponding green button: "Wedding Favors", "Bridal Party Gifts", and "Thank You Cards".

EXHIBIT C

Customers are routed to the “Your Wedding” track in one of two ways:

1. They purchase a wedding product
2. They click on the ‘Your Wedding’ link in the original “What are you planning for?” email

Customers targeted for the Wedding nurturing track are sent a series of emails recommending bride-related products like favors, bridal party gifts, and thank you cards (see Exhibit C). The time lapse of 7 days – 6 weeks (depending on the email) between each send ensures that emails are sent not only in a timely manner, but at a point in time when brides are most likely to be looking for the products in question. This timeline was drawn up based on wedding research and analytics data.

Email track: Friend’s Wedding

Customers are routed to the “Friend’s Wedding” track in one of two ways:

1. They purchase bridal shower products
2. They click on the ‘Friend or Relative’s Wedding’ link in the original “What are you planning for?” email

Customers targeted for the Friend’s Wedding nurturing track are assumed to be helping plan the wedding events. For this reason, targeted emails in this track offer suggestions of products for bridal showers, bachelorette parties, and more, rather than things like thank you notes, which are generally the responsibility of the bride herself (see Exhibit D).

EXHIBIT D

The image displays three email campaign screenshots from PaperStyle, each with a corresponding product category label below it:

- Bridal Shower:** The email features the headline "Make her shower Extra special!" and promotes products like "Shop Invitations", "Shop Place Cards", and "Shop Napkins". It includes images of various invitation and place card designs.
- Bachelorette:** The email features the headline "Get ready for a wild evening!" and promotes products like "Shop Bachelorette Invitations", "Shop Gift Stickers", "Shop Decorative Cups", and "Shop Cocktail Napkins". It includes images of bachelorette party invitations and party supplies.
- Wedding Gifts:** The email features the headline "Celebrate THE BRIDE AND GROOM WITH PERSONALIZED GIFTS" and promotes products like "Personalized Cutting Boards", "Custom Ink Stamps", "Shop Framed Photo Canvas", "Shop Thank You Cards", and "Shop Photo Books". It includes images of personalized gifts and photo products.

Whereoware put safeguards in place to ensure that customers are not shown items they have already purchased. For example, if a visitor purchases bachelorette invitations, they won't be sent bridal shower information, since that event date has likely already passed.

Instead, they will skip over the Bachelorette Invites email, and the first communication they receive will be Bachelorette Tableware, the next email in the Friend's Wedding track. In this way, visitors see products targeted to their current interests, rather than to dates or events that may already have passed.

The results:

The Wedding program has only been running since September 2012, and the Bridal Shower track has only been active since October 2012. In this short time, however, Paper Style has already seen improvements. Combined, these targeted emails have resulted in:

- **Open rate:** 244% increase over average email send in 2012
- **Click rate:** 161% increase
- **Revenue per mailing:** 330% increase

These numbers highlight the relevance of the Paper Style wedding campaign. By breaking out one segment of their customer base and showing them relevant products, Paper Style was able to increase both conversions and interaction statistics exponentially. The fact that this one segment (customers interested in wedding products) was further split into two different tracks/demographics (brides/friends of the bride) only served to drive these numbers higher.

The takeaways:

Playing to your audience makes a difference. It makes logical sense that advertising wedding favors to brides, rather than baby announcements, birthday party invites, or business cards, might drive higher interaction and conversion rates. So why don't all companies do this? Having the right data is crucial: with enough knowledge about demographics and customer interests, targeting emails becomes a snap.

The success of Paper Style's wedding campaign makes one thing clear: no matter the product or industry in question, audience targeting + triggered mailing campaigns are the way to go.



Interested in exploring our award-winning campaigns further? Want to know more? Contact Whereoware to learn how to implement a similar program for your own company.

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