

60% REVENUE GROWTH WITH EMARSYS

COSABELLA'S SUCCESS STORY

What happens when you apply a fully functioning Artificial Intelligence Marketing solution to a company that has plateaued, both in revenue and resonance, with new and returning customers?

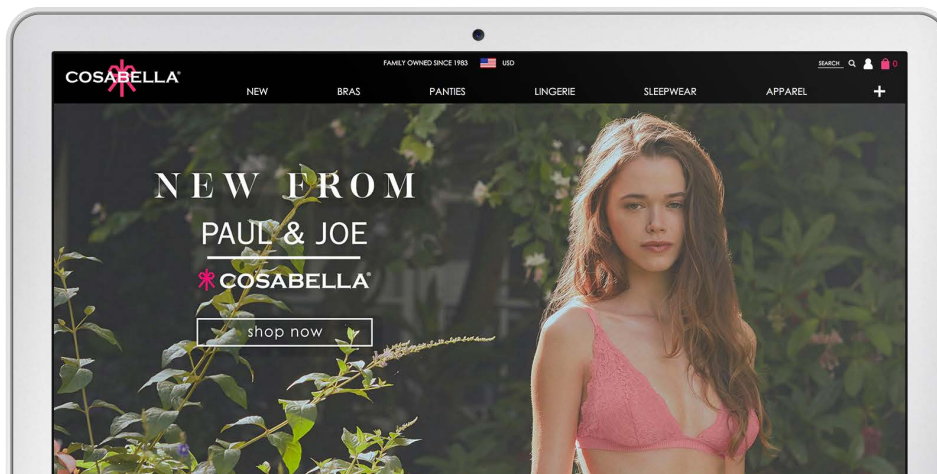
Unprecedented revenue gains in a very short amount of time, and a significant turnaround in customer engagement that left the plateau a distant memory.

This is the Cosabella success story.

WHERE A BEAUTIFUL THING ORIGINATED

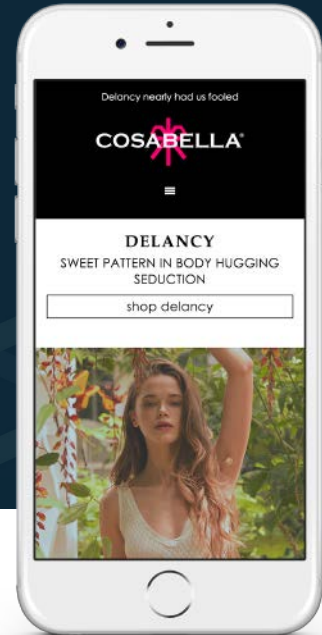
Founded in 1983 by wife and husband Valeria and Ugo Campello, Cosabella (meaning “beautiful thing” in Italian) is a second-generation, family-owned company that brings Italian artisanship to the U.S., producing elegant women’s intimates, swim-, shape-, and lounge-wear. Run by the Campellos’ children Silvia and Guido, Cosabella has always focused on intensifying its customer relationships in a competitive market.

With design headquarters in Miami, a flagship store in New York, and production headquarters in Italy where the clothing is made, Cosabella products are sold in thousands of boutiques worldwide, through major department stores like Neiman Marcus and Nordstrom, and via online giants like Amazon and Zappos. Including direct-to-consumer sales, Cosabella.com ships to over 40 countries, and operates in six languages.



“If a computer can do something that can save time for a marketing team, enabling more creative energy to be focused on strategy and things the team feels passionate about, then every company should want to do that.”

- Shanon Kogler, Head of Communications, Cosabella



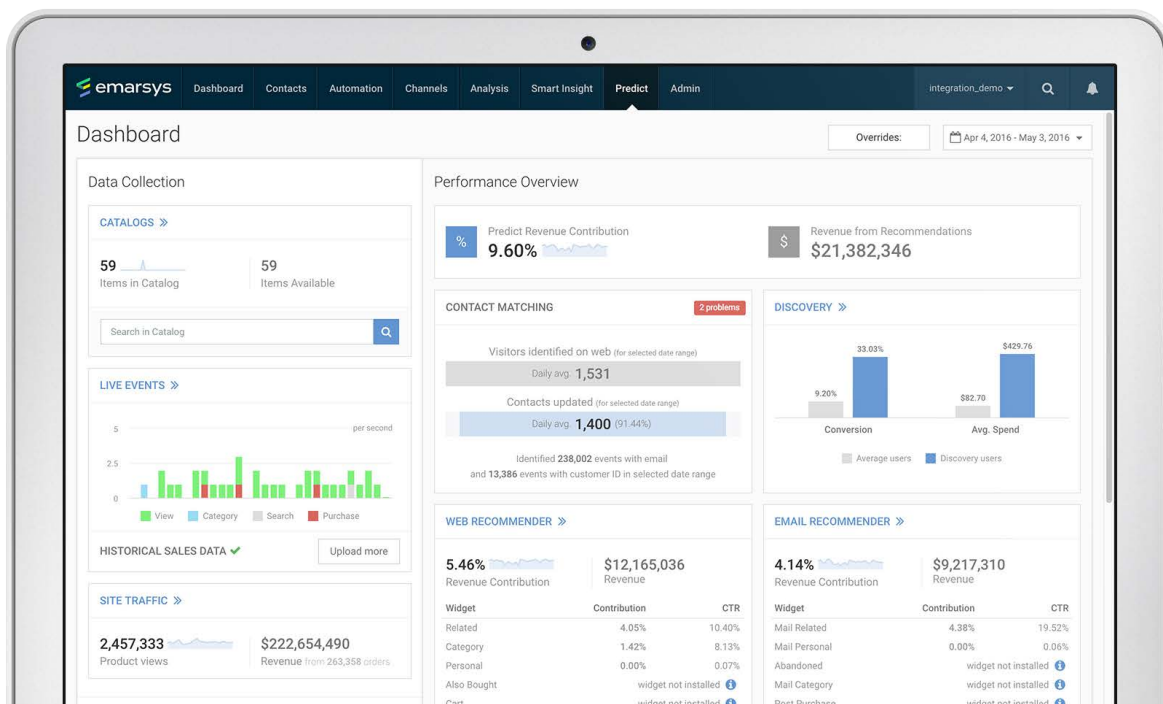
THE CHALLENGES OF FLAT-LINE GROWTH AND MOUNTAINS OF DATA

Before partnering with Emarsys, Cosabella relied heavily on the manual efforts of hard-working employees, but even after expending significant time and energy on email marketing, the company was flat-lining. The marketing team had access to an abundance of customer data from its email campaigns, boutique locations, and website, but there was simply too much information to manually sort through, analyze, and convert into actionable insights.

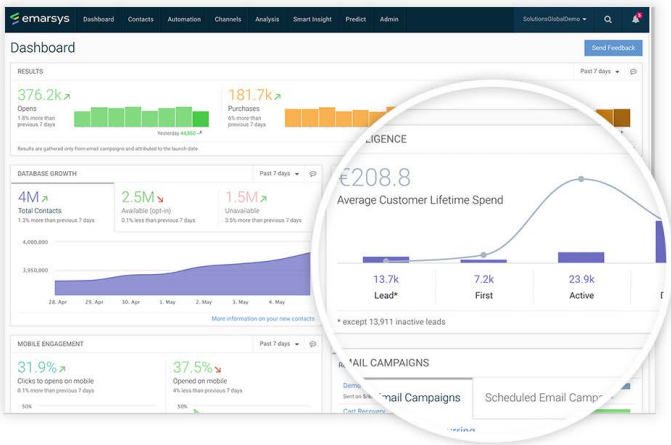
In many ways, Cosabella was flying blind. The marketing team didn't know if they were missing opportunities to deliver on the needs and preferences of customers. Nor did they know the types of incentives to which shoppers would be most responsive.

Additionally, its email service provider (ESP) involved clunky, hard-to-use recommendation engines, and left all the hard design work to Cosabella's graphics and e-commerce staff.

Cosabella was struggling to make its technology work, losing valuable time to email marketing campaigns that failed to perform. It needed a way to translate customer data into insights that could be shared across the company and transformed into results.



WHY EMARSYS WAS THE RIGHT PICK



Cosabella was actively seeking a solution that could reach far beyond an ESP to help improve its overall marketing efforts. Of all the programs evaluated, Emarsys had the most advanced capabilities, offering, among other things, an intuitive dashboard of customer insights, reports, and graphical charts that could immediately be applied to strategic decisions in advertising, sales, and merchandising.

While many marketing platforms can gather data, Emarsys proved to Cosabella that its metrics would reach far beyond measuring email KPIs. More than any other platform evaluated, the Cosabella team agreed the Emarsys B2C Marketing Cloud would be the best at leveraging customer data in ways that strengthened high-level customer acquisition, retention, and win-back strategies.

B2C SOLUTIONS THAT WORKED... EXTREMELY FAST

Once Cosabella partnered with Emarsys, the improvements were obvious right away. Before Emarsys, Cosabella had lost touch with its newsletter subscriber base, falling into the trap of treating everyone the same and missing out on real personalized connections with customers.

However, once Cosabella started using Emarsys impact charts, it could provide the heads of sales with easily digestible insights that they could immediately use to inform reps of both defecting buyers and highly engaged customers, so they could easily prioritize monthly tasks and goals.

Where sales data and customer status used to be solely contained within cumbersome spreadsheets and reports, Cosabella can now effortlessly communicate customer

lifecycle impacts on revenue and overall longevity, especially important for its boutique business. Using Emarsys' intuitive recommendation and personalization engine allowed Cosabella to respond faster to opportunities to provide exceptional customer experiences.

Additionally, Emarsys made invaluable suggestions to enhance Cosabella's email strategies, allowing the company to better leverage and grow in-house talent.

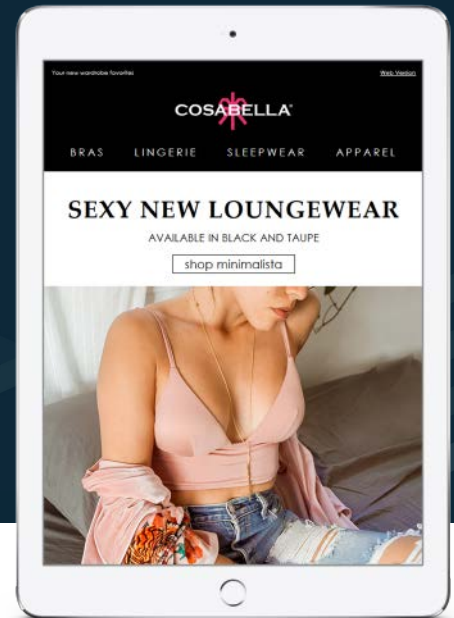
The Emarsys team provided insightful training sessions, and spent time listening to Cosabella and helping map the goals and processes required for success. As a result, when it came time to implement, Cosabella found the transition to be staggeringly easy.

“Emarsys ingested two years’ worth of our customer data and interpreted it into really easy-to-understand graphs and charts. So all of a sudden, my marketing team and sales team were smarter. We were able to take that insight and create meaningful and actionable, easy-to-understand data communication with the rest of the company.”

- Courtney Connell, Marketing Director, Cosabella

“We’re at the start of what Emarsys is doing for Cosabella. I think the first thing it did isn’t even what it’s intended to do: It opened up the mind of the company.”

- Guido Campello, CEO and Creative Director, Cosabella



THE RESULTS ARE IN, AND THEY’RE STRIKING

Within just a few months of implementing the Emarsys B2C Marketing Cloud, Cosabella realized significant results, including:

IMPROVED EMAIL EFFICIENCY & EFFECTIVENESS

Time spent creating newsletters decreased by more than half, plus the overall email aesthetic had been enhanced tremendously.

100% EMAIL DATABASE GROWTH

Newsletter subscriptions grew significantly and unsubscribe rates dropped, doubling the Cosabella email database size.

CLEAR, APPLICABLE REPORTING

Cosabella’s marketing and sales teams now have strong visual insights, as well as more relevant KPIs to apply throughout the customer lifecycle, which are improving overall sales and retention.

COMPETITIVE ADVANTAGE

Emarsys Smart Insight provides an advantage over competitors, including Victoria’s Secret, allowing for lower-cost, yet more effective email campaigns.

IMPROVED CTR

Since launch, Cosabella has earned a 6% CTR, which is more than double that of pre-Emarsys levels.

INCREASED REVENUE FROM EMAIL

Cosabella now performs 60% better than the previous year in terms of email-generated revenue, an all-time high for the company.

FINAL THOUGHTS

Emarsys far exceeded Cosabella’s expectations, quickly making a significant positive impact, not only on the company’s overall marketing strategy, but also on the effectiveness of sales, and experiences created by customer service. If you’re interested in seeing how Emarsys could change your company’s approach to marketing, start by visiting emarsys.com to learn more.

“We’re already saving time using programs like Emarsys in doing things on a daily basis, and that frees my team up... They’re able to be more creative... Ultimately that leads to a more fulfilling life for the people that work for Cosabella, but I also feel like that passion pushes directly through to the consumers. They can really see and feel good about buying our brand.”

- Courtney Connell, Marketing Director, Cosabella