

CASE STUDY



PRODUCT

RichRelevance Recommend™

SEGMENT

Food and Beverages

CHALLENGE

Wine.com.br was looking for a way to engage and re-engage their audience, to encourage conversion and repurchases. To do this, Wine.com.br developed a custom email marketing campaign, containing personalized recommendations that enhance the customer experience and content relevancy.

RESULTS

- ▶ Using the Relevance Cloud™, to offer highly personalized recommendations the email campaign generated more than **30%** of the day's revenue and achieved a **16.38%** conversion rate. An A/B test demonstrated that the personalization platform from RichRelevance had the capacity to convert **246%** more than the tool which was previously used.

“RichRelevance proved that the artificial intelligence in their personalization platform is much more effective. With it, we were able to reach a record conversion rate in the email campaigns.”

- Marcela Araújo Ribeiro and Adriano Lima Rabelo

Wine.com.br Marketing

Wine.com.br is the largest wine e-commerce in Latin America and the third largest in the world. Today, it offers over 1,500 fine wine labels, as well as accessories for wine tasting and gourmet products. The company owns the Wine Club, with over 140 thousand associated. In 2015, Wine expanded its presence to the beer market, through WBeer.com.br, now www.beer.com.br.

Wine.com.br was elected the sixth most innovative company in Brazil by DOM Strategy Partners, and got the first place in the online retail category. It has also earned the title of second best e-commerce in Brazil in usability and communication with the client, in the study Best in Self-Service, conducted by E-Consulting.

Challenge

Wine.com.br wanted to create completely personal communications to engage their customers within email to drive clicks, promotional engagement and increase conversion.

Solution

Recommend is part of the RichRelevance Experience Suite that enables rapid implementation and delivers on true 1-1 personalized experiences throughout the entire customer journey. With personalization deployed, customers engagement and loyalty increases, ultimately driving sales and conversion.

How it Happened

Wine.com.br analyzed their email promotional campaigns and sought to increase conversion from email. To determine the best provider for personalized emails Wine.com.br conducted a comparative test between RichRelevance and the in-house Sommelier's Recommendations. RichRelevance powered 50% of the email personalization within the test and the in-house Sommelier's Recommendations the other 50%.

The campaign was focused in the Saudade Day (January 30th), a day to remember good times once had, feelings of nostalgia. The focus of the campaign was to deliver personalized recommendations that feel more human, creating a deeper connection with the brand, simulating a friend's recommendation, who would be familiar with your taste.

By monitoring the engagement and clicks derived from the email campaign and the website visits, Wine.com.br was able to measure the performance of RichRelevance's campaign's vs the in-house Sommelier's Recommendation.

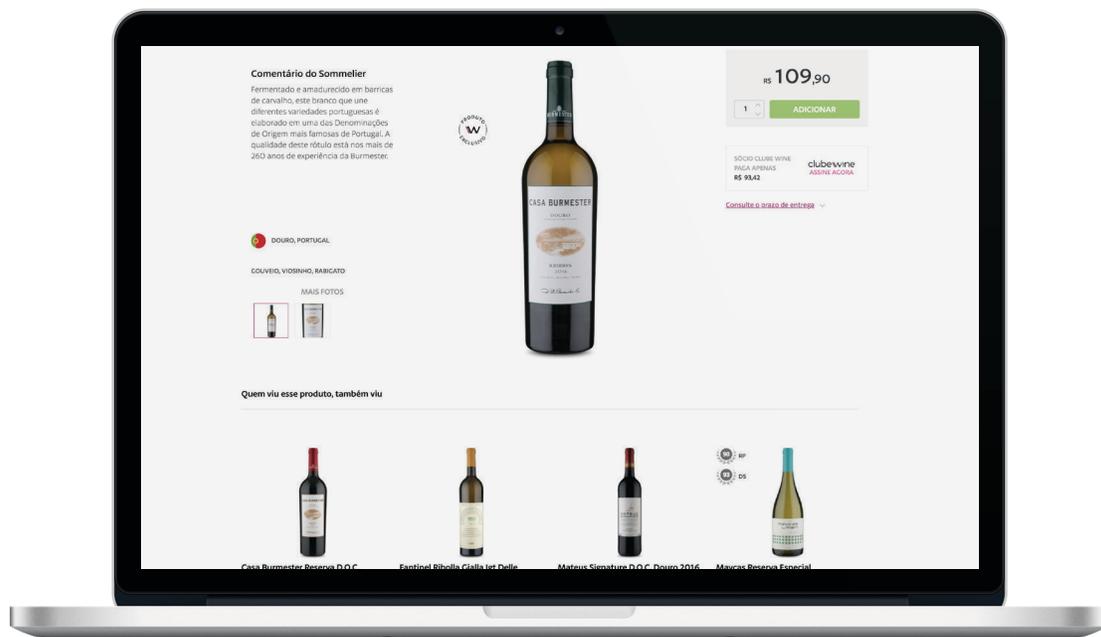
Results

Leveraging RichRelevance's XenAI platform combined with Wine.com.br's email marketing tool, Wine.com.br was able to set themselves apart from competitors, offering highly personalized and relevant email communications.

As a result, the campaign achieved outstanding results, delivering increases of more than 77.6% in the conversion rate and 8x higher average revenue per email in some segments. The Personalization Cloud™ drove 30.79% of the day's revenue, representing 34.71% of generated purchases (in a day), resulting in a conversion rate of 10.94%, 26% higher than the brand's average.

About RichRelevance

RichRelevance is the global leader in experience personalization, driving digital growth and brand loyalty for more than 200 of the world's largest B2C and B2B brands and retailers. The company leverages advanced AI technologies to bridge the experience gap between marketing and commerce to help digital marketing leaders stage memorable experiences that speak to individuals – at scale, in real time, and across the customer lifecycle. Headquartered in San Francisco, RichRelevance serves clients in 42 countries from 9 offices around the globe.



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