



## Email Marketing with Style

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



Case Study

TERADATA INTEGRATED MARKETING APPLICATIONS: DIGITAL MESSAGING

KAREN MILLEN

TERADATA

“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. Teradata have consistently delivered fast, measurable results.”

- Emma Bott, eCommerce Manager at Karen Millen

Having recently relaunched 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.

## 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 Digital Messaging Center to its own database to increase deliverability and loyalty
- Undertake a list rental campaign to complement rebrand 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

## From recommendation to relationship

Teradata'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. Teradata replaced Karen Millen's incumbent agency, Frontwire. "It was Teradata'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 Teradata, 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 Teradata, and automatically added to its database within Teradata's email broadcast platform Digital Messaging Center. 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 Teradata's technology Digital Messaging Center to broadcast its emails and undertaking list rental campaigns, Karen Millen wanted to generate leads. As an end-to-end digital direct marketing supplier, Teradata 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.

## Conclusion

One of the main reasons Karen Millen chose Teradata to be its partner for its digital direct marketing strategy was because Teradata 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 Teradata's latest version of Digital Messaging Center.

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

– Emma Bott, eCommerce Manager at Karen Millen

For further information on Teradata and our portfolio of digital direct marketing solutions, please don't hesitate to get in touch.

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