

CASE STUDY: MARKETING AUTOMATION & E-COMMERCE

LILY

"The people at Radikal think alongside us. They listen to our story and then come up with good ideas. They definitely know what they're talking about."

LILY

Radikal.

 KLAVIYO

HYPERION
GROUP

LIFE'S LITTLE
- LUXURIES -

LILY



Summary

MAY 2021 - NOW — STATUS: ONGOING

Services provided:

- Optimizing LILY's Shopify webshop.
- Migrating their current email tool Mailchimp to Klaviyo.
- Formatting email templates in Klaviyo.
- Sending out the first campaigns together with LILY.
- Setting up automatic flows in Klaviyo.
- Working with LILY to provide monthly reviews and support moments.



The challenges LILY faces today are mainly situated in the digital world. Since the beginning of this year, Radikal started a journey to make their digital marketing efforts more efficient. LILY wanted to trade Mailchimp, their current platform, for **Klaviyo**, but needed Radikal's expertise to make this transition go smoothly.

Klaviyo is a versatile marketing automation platform tailored to any webshop. The main advantage of this tool is that it **works very data-driven**. With Klaviyo, LILY had the opportunity to turn a lot of underlying sales and visit figures in concrete ROI. In addition, thanks to the intuitive interface and the easy to use drag and drop system, they have now full control over the mailings. This was exactly what LILY needed.

Who is LILY?



LILY is a successful women's boutique (& webshop) in Mechelen. Last year they celebrated their 10th anniversary.



At LILY, it's all about life's little luxuries. It's a feel-good and all-inclusive store where women are the center of attention.



LILY not only sells clothes, you can also buy jewelry, accessories and handbags and even interior objects.

Implementation approach

To achieve great results for LILY, Radikal combined their **Conversion Rate Optimization (CRO) process** with **email marketing in Klaviyo**. After implementing Klaviyo, the project started with an extensive analysis of their website. This analysis led to concrete action points that Radikal then turned into practice

The first action point was to **design the perfect LILY email template** in Klaviyo. It was very important that this template reflected their brand 100%. The next action point was to teach the LILY team the ins and outs of Klaviyo. Radikal provided an **intensive training** so they could work with the platform themselves in the future.

Now that LILY was familiar with Klaviyo, it was time to **set up email campaigns**. Radikal has created two campaigns with LILY so far:

— **March 2021: Automatic Onboarding campaign**

The first campaign Radikal and LILY worked on was an automated onboarding campaign in March. For this campaign, a welcome email with a unique 10% discount code was used. The purpose of this discount code was to obtain more orders.

— **June 2021: Abandoned Shopping Cart campaign**

Thanks to the success of the automated onboarding campaign, a second optimization was implemented. In June, Radikal took care of the abandoned carts on LILY's webshop. The default app provided by Shopify to manage those abandoned carts was replaced with a more personalized and better set up campaign through Klaviyo.

Challenges

Before partnering with Radikal, LILY had several digital challenges:

- They wanted to have an online presence in the same 'LILY way' as in the store. The LILY team spends a lot of time and energy on their corporate identity. The look and feel of their mailings must match their brand identity perfectly.
- They desired to expand their online database while retaining the loyalty of their customers.
- Finally, optimizations in their conversion funnels were necessary in order to realize all the potential of the webshop.

Key results

- Through Klaviyo, automated emails previously sent through Shopify can now be fully personalized and converted to the LILY style and tone of voice.
- Thanks to the CRO analysis, the shop was fully optimized over a period of 5 months.
- Because of a combination of automated flows and campaigns in Klaviyo and the CRO track, sales have increased significantly.



±400

New contacts

26,1%

Average open rate emails

+ 617%

Sales from the Automatic Onboarding campaign

+ 424%

Sales from the Abandoned Shopping Cart campaign

Also interested in optimizing your conversion rates and e-commerce email marketing processes?

Contact us: mark.verheyden@hyperion.be