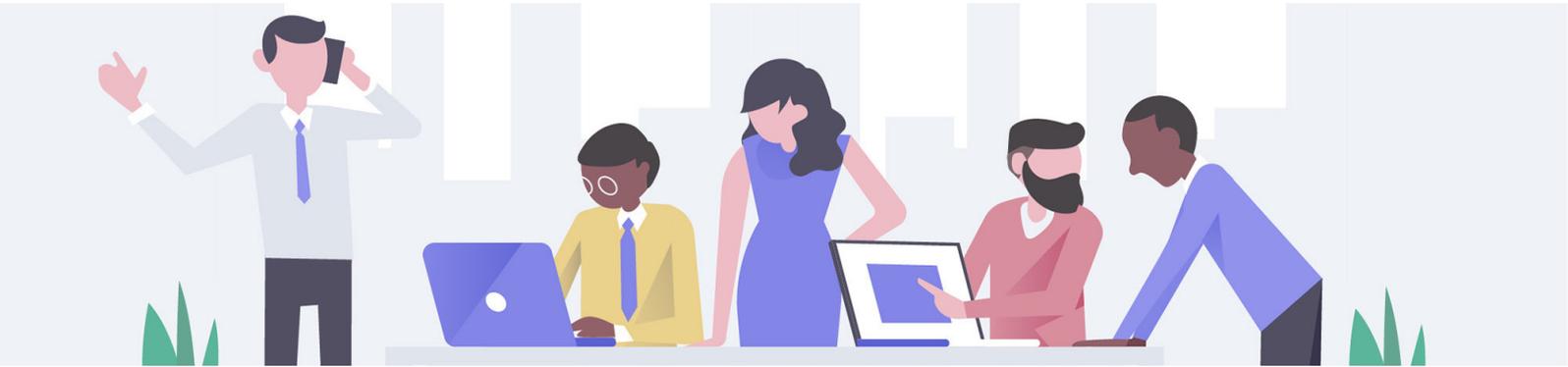


# Creating paradigm shifts in your digital marketing using

  
**cmercury**  
The Digital Catalyst

**PREDICTIVE  
INTELLIGENT  
EMAILS.**

A case analysis from gems & jewelry industry



<sup>TM</sup>  
**VÖYLLA**  
FASHION JEWELRY



Voylla, India's leading online shop for designer jewelry achieved 4X uplift in customer engagement & revenue from their email programs using cMercury predictive intelligent emails capabilities.



**THE CHALLENGE**



**SOLUTION**



**APPROACH**



**TAKE AWAY**

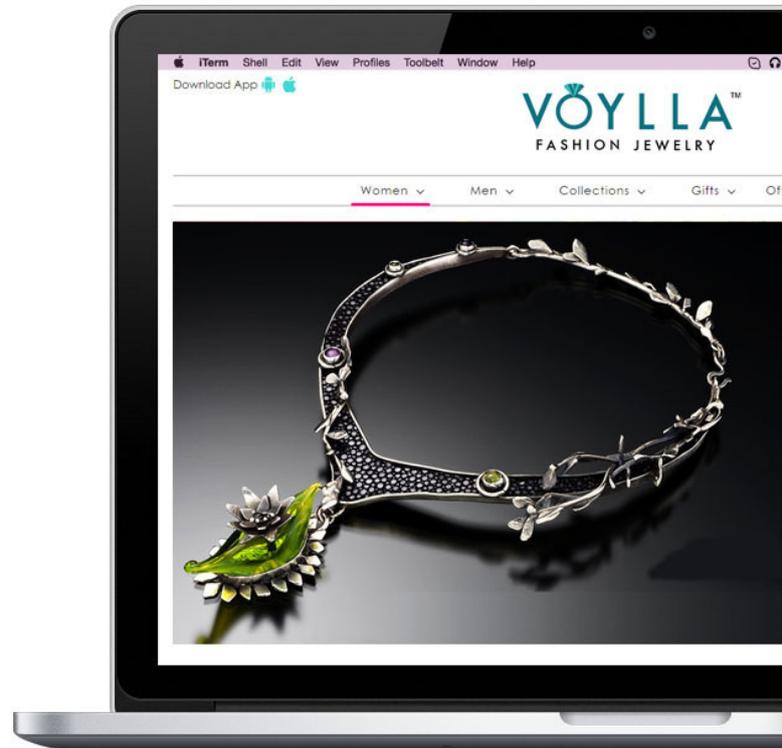
## CUSTOMER- Voylla.com

Voylla offers a wide range of designer jewellery & accessories for women, men & kids. Voylla is the sole name in the minds of millions when it comes to affordable, exclusive, standout jewelry pieces starring in a sumptuous & smooth shopping experience.

Over 500,000 customers have patronized Voylla.com, making the top jewelry site in India and across Asia.

Voylla coined from the French word, 'Voila!' meaning to suggest an appearance like its magic, the company envisions "whenever someone wears Voylla's jewelry, it becomes a magical moment for them"

*Mr. Vishwas Shringi, Founder and CEO.*





## THE CHALLENGE



- Rising customer attrition
- Plummeting customer engagement
- Diminishing revenue from email marketing



## THE SOLUTION

User engagement & disengagement data points from prior email campaigns were collated, analyzed & custom audiences were targeted with highly precise, one-o-one cross custom email promotional communications.

Predictive product recommendations were initiated across specific customer segments via the powerful predictive intelligent recommendations of cMercury.



# THE APPROACH

## Data segmentation & clustering

Broad level customer email database bucketing initiated:

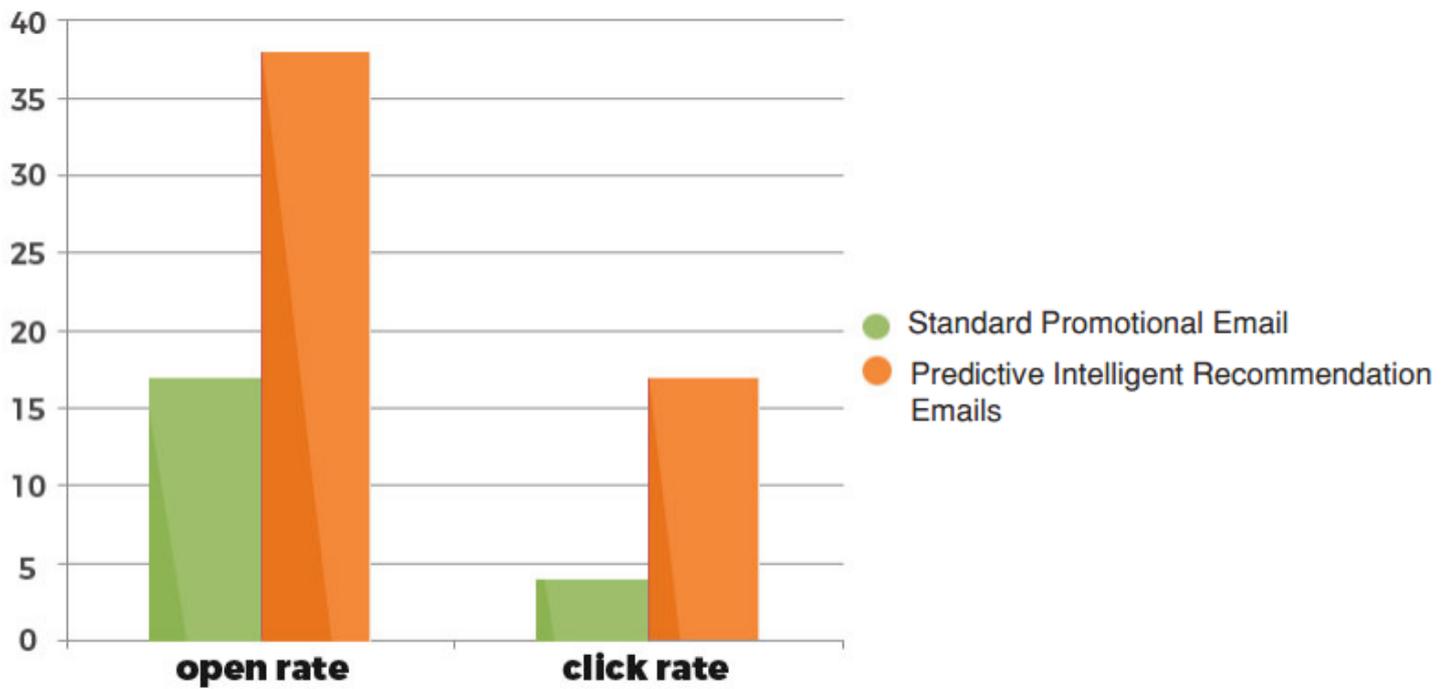
- Recently active email base customers on specific product categories precisely clustered based on keywords etc.
- All unsubscribed customers from Voylla's email programs specifically sub segmented based to prior categories targeted.
- Recently transacted customer across specific categories/ product groups.

*As a marketer if you truly believe in the power of email marketing, you should be smart enough to believe & act on every response of your list; either could be click, an unsubscribe or a spam complaint even*

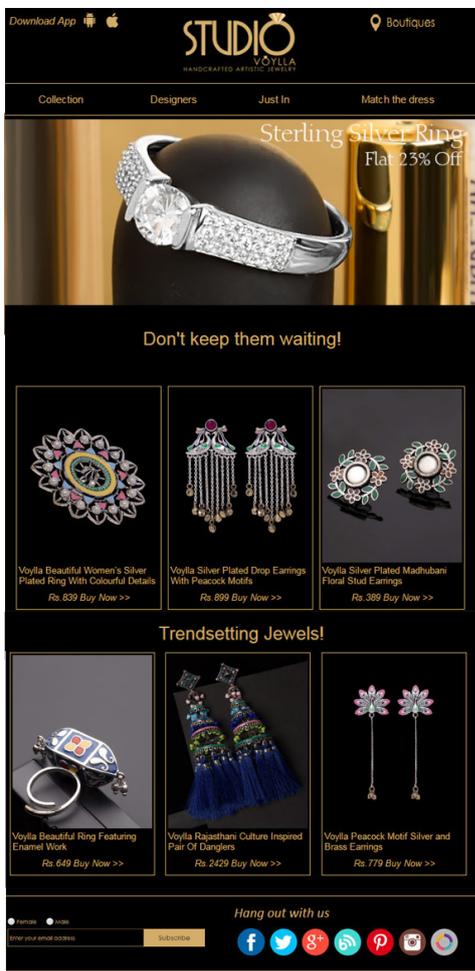
*....who has been gracious enough to share you her email address with your brand*



# RESULT



## cMercury predictive intelligent recommendation mailer



Static products

Recommended products

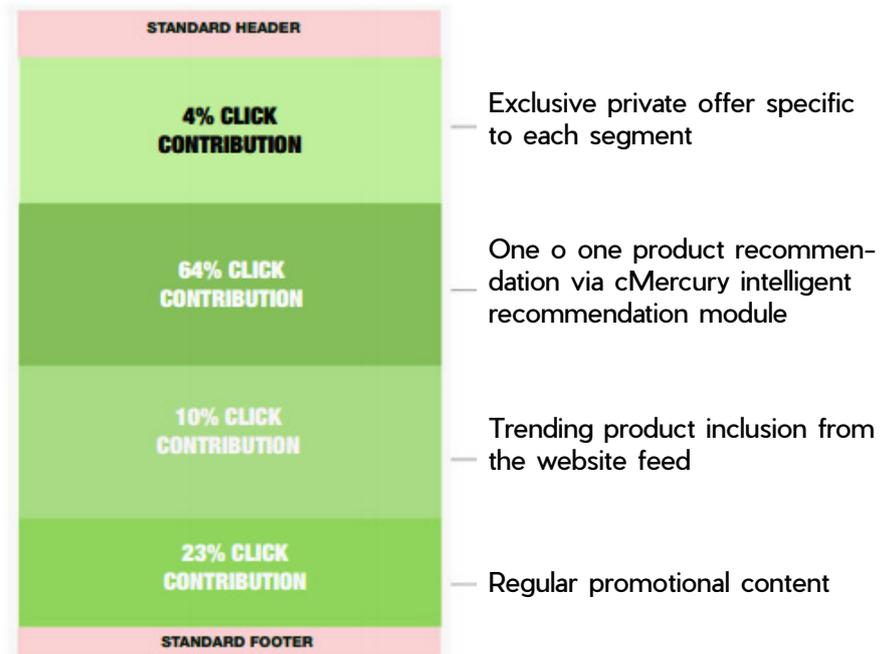
Trending products

## Standard promotional email Vs Predictive intelligent recommendation emails

Standard promotional email



Predictive intelligent recommendation email



Standard Promotional Vs Predictive Intelligent Recommendation		
	Standard mailer	Predictive Intelligent Emails
Open Rate	15% - 20%	30% - 40%
Click Rate	3% - 4%	18% - 20%

## ➔ TAKE AWAY



- 2 to 3 fold uplift in open rate as against regular promotional mailers.
- 5 to 6 fold uplift in click rate as against regular promotional mailers.
- Zero customer complaints.
- 1.5 times revenue uplift.

## TESTIMONIAL

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*“Caspar has been a great technology partner for us. The best to speak – Their technology being world class, scalable and most importantly a smart and proactive team of servicing managers, We as a company strongly believe in email marketing, look forward to invest more and cMercury team has played a pivotal role here.”*



- Voylla Email Marketing Team

