

Uniqodo

CASE STUDY

Scarily successful results for Jacamo's Halloween mystery codes



JACAMO

EXECUTIVE SUMMARY

When fashion retailer, Jacamo, wanted to refresh their email campaigns, they turned to Uniqodo to run a mystery code offer. Top-shoppers would receive a unique code that promised an unconfirmed reward somewhere within a particular range of discount.

Scheduled to run in September, the campaign design drew on the seasonal themes of Halloween to increase the appeal of the offer. Upon running the mystery campaign, Jacamo's CRM team found the Responder to Click Through Rate (RTOR) increased to 42%; a figure which compared favourably to those of previous email campaigns.



"We've been using Uniqodo for a while now on our targeted campaigns, making changes to test what works best on emails for our top customers.

We appreciate the Uniqodo facility because it stops our codes from leaking onto other websites and it offers something different from basic discounts. On mystery codes we've also seen an uplift in our click-through-rate "

Theo Kidd, CRM Jacamo

CHALLENGE - AVOID FATIGUE WITH EMAIL PROMOTIONS

Online menswear brand Jacamo offers exclusive size options from S to 5XL for products from reputed international brands as well as their own clothing range. They explicitly cater for male body types who fall outside of the norm catered for by mainstream retail.

To share their 'New In' products and promotional offers, Jacamo sends emails each month to their loyal customer base. However, standard discount offers quickly become overused on email programmes in retail, leading to falling response rates. To combat this challenge, Jacamo's Customer Relationship Management (CRM) team aims to create fresh content to engage their audiences - helping guys to find the right clothing for any occasion.

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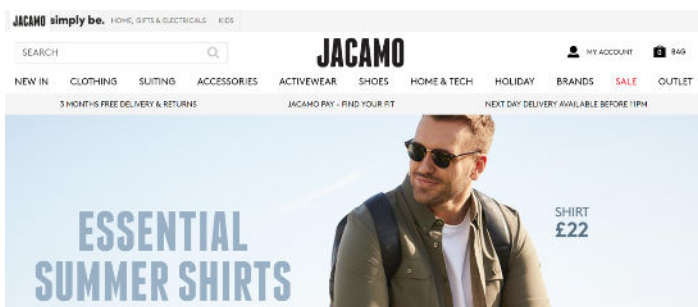
FRESH CONCEPT FOR HALLOWEEN MYSTERY CODE LOYALTY OFFER

With the help of Uniqodo, the CRM team designed a VIP offer for their Halloween campaign. Instead of sending their top shoppers a standard 10% discount, they set up a mystery offer that promised the chance of receiving a range of discount values.

Notably, Uniqodo's mystery discount algorithm would ensure the average discount given away would remain at 10%. The goal was to drive more traffic to Jacamo's site, harnessing the lottery-style offer and the allure of possibly receiving the top-end reward. The value of each customer's code would only be revealed at check-out, encouraging them to click-through to that stage to find out.

Firstly Jacamo's design team coded the emails, developing the Halloween mystery visuals and brand content to support the offers. Once they had built the templates, Theo added the code links into the campaign, converting the unique codes into readable text in the email.

To ensure emails would offer genuinely random discounts, Uniqodo tested that all the unique codes were functioning properly, staying secure at varying amounts. The Uniqodo team provided on-call support for Theo to ensure the emails were ready to send at the optimum/ best time.



Theo Kidd, CRM Jacamo

"We have a good working relationship with Uniqodo, they're friendly, always on hand and helpful in making sure everything is right for us. Especially with the mystery codes they were great, doing due diligence to ensure this campaign would work.

At first, when I started using Uniqodo, I thought it might be more complicated, but I find it really good. I find the interface of the website really helpful because I can see people using the codes and the numbers go up in real-time."

IMPACT - SUCCESSFUL VIP OFFERS

Jacamo's top customers were rewarded for their loyalty - receiving discounts of up to 20% with the mystery codes.

The ability to offer something different led to an uplift in responder open rates and click through rates for the Halloween campaign - showing a response of over 42% for the September 2018 campaign.

Extensive testing meant Theo could be sure that the mystery codes were working and not causing frustration for their valuable VIP customers if they tried to take up the offer.

The Uniqodo team stays in touch with Theo to help him plan ideas for future promotions, sharing their knowledge of how Jacamo could use codes during important periods of the ecommerce calendar.