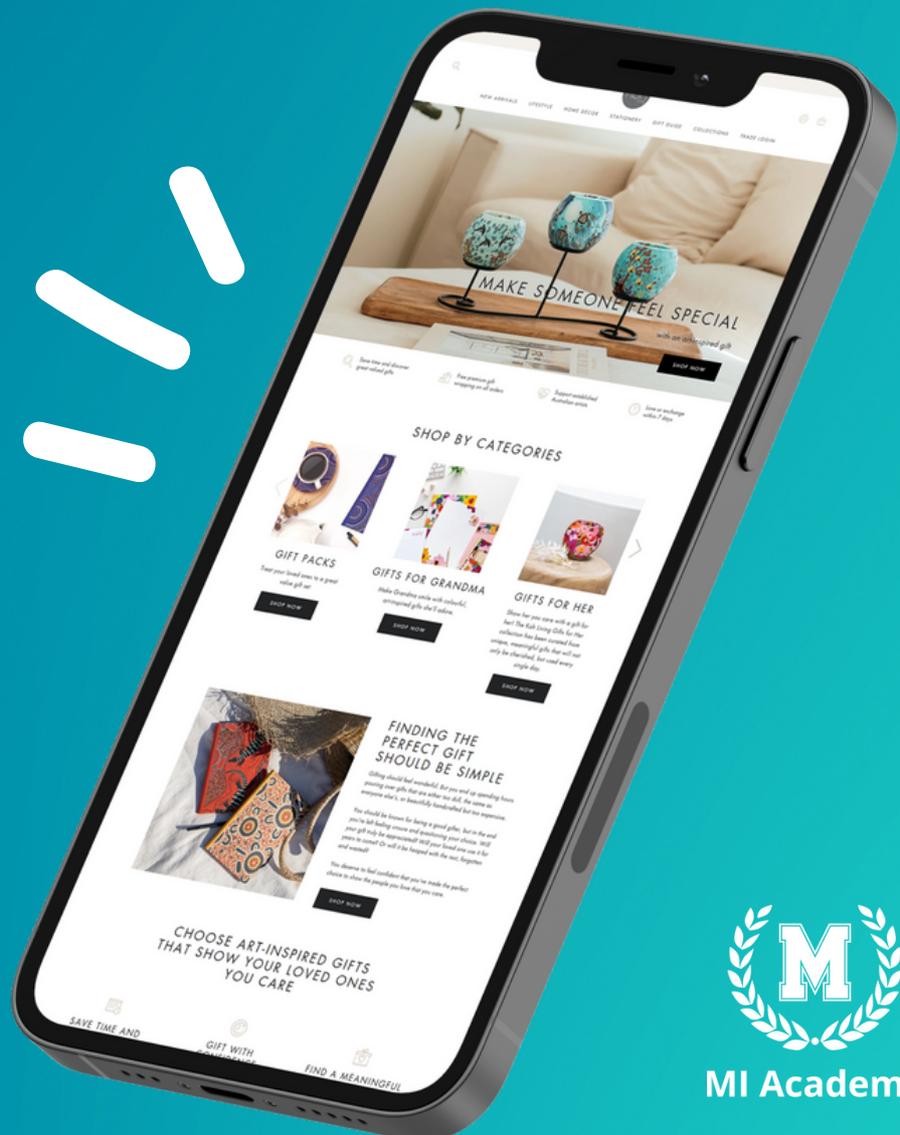


CASE STUDY BUNDLE

CONVERTING CLICKS INTO CUSTOMERS



MI Academy®



CASE STUDY:

How Koh Living Grew On-Site Conversions from New Customers by 223%

BACKGROUND

The client is an Australian homewares and unique gifts retailer with a vision to inspire and connect people through giving.

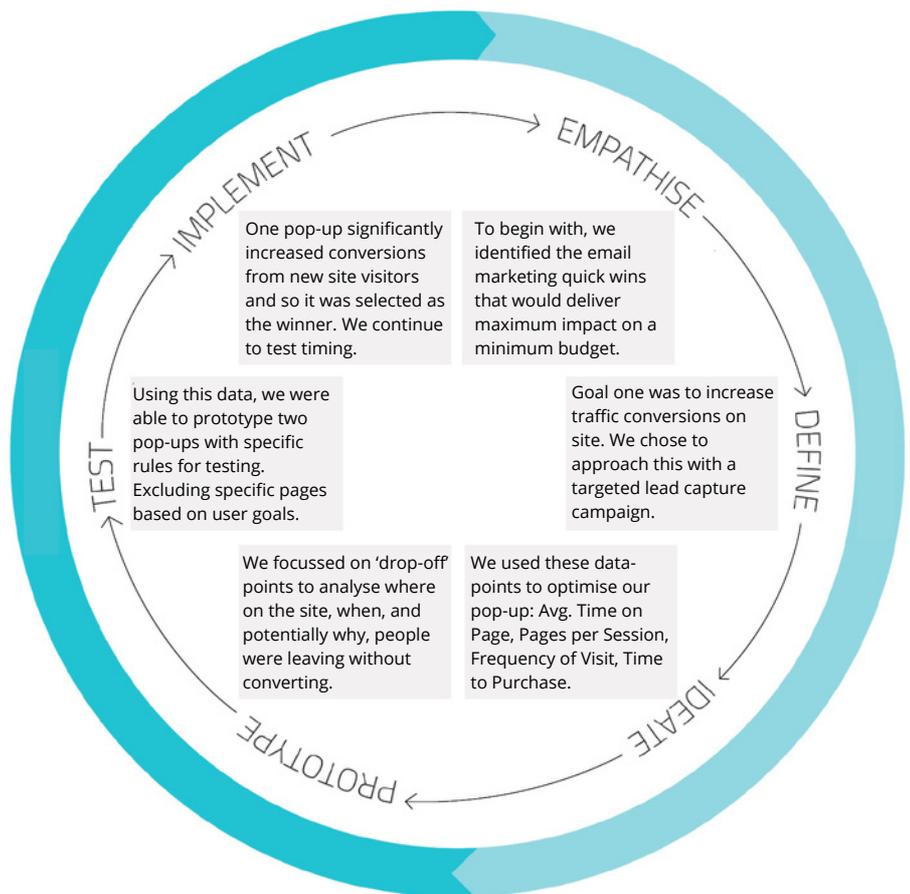
They sell both in-store and online.

MARKETING & BUSINESS CHALLENGES

Their core challenge was to grow their sales by 300% over 12 months which was proving to be a bit of a challenge for their small, time-stretched team.

The founder wanted to see what they could achieve if they reduced their reliance on agency and focused on internal capabilities transformation.

OUR DESIGN-THINKING FRAMEWORK FOR RAPID INNOVATION



314%

Growth in email revenue, year-on-year.

223%

Increase in conversions from new on-site traffic.

RESULTS

In the first 90 days of the test, and the clients time working with us, they saw a whopping 314% growth in YOY email revenue. Smashing their target, well within the 12-month allocated timeframe.

Their on-site conversion rate has grown by 223% on new traffic, and 125% increase in revenue from first-time customers. Ramping up to their 200% goal.

Next on the agenda will be increasing traffic from international sources. Something we hope to do with further optimisation of their onsite acquisition strategy.



CASE STUDY:

How This Retailer Increased Abandoned Cart Conversions by 175%

BACKGROUND

The client is an Australian children's toy retailer with a large bricks and mortar presence nation-wide. They are relatively new to the online eCommerce space and are looking to increase their online sales using email marketing.

MARKETING & BUSINESS CHALLENGES

- The client is active in their email marketing however their strategy is disconnected from their target audience.
- They were sending abandoned cart emails with the very generic subject line 'You've left something in your cart', this was only receiving a 4% open rate.

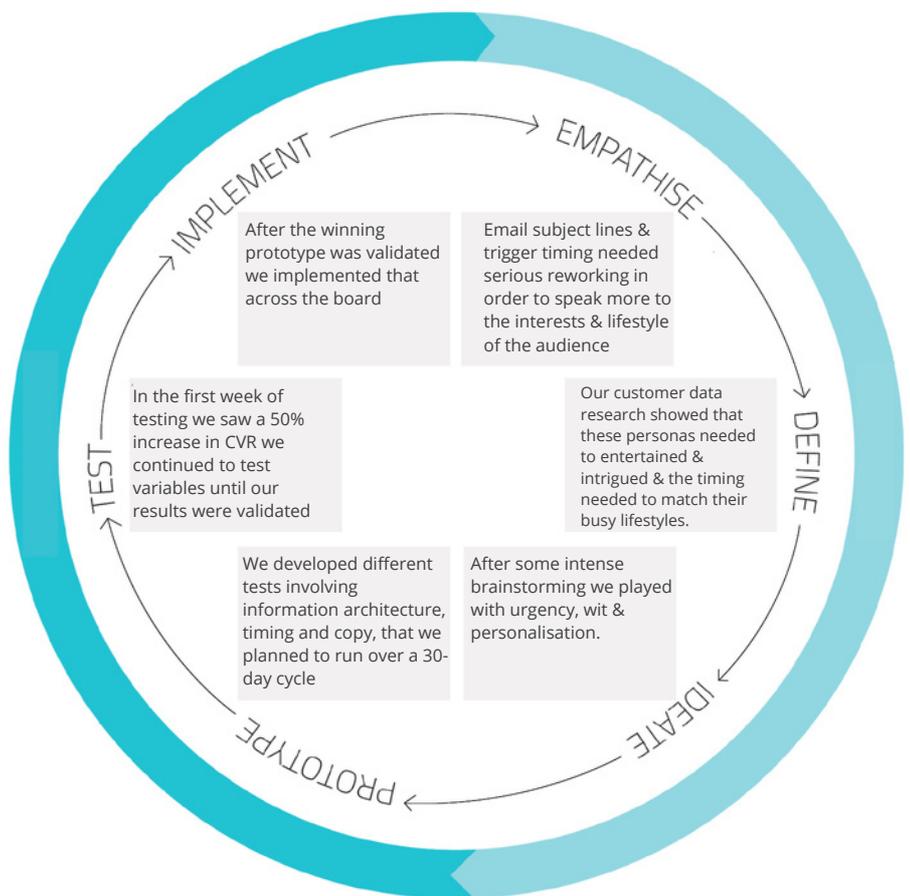
50%

Increase in conversion rate after the first week of testing

175%

Increase in abandoned cart conversions

OUR DESIGN-THINKING FRAMEWORK FOR RAPID INNOVATION



RESULTS

After 4 weeks of testing the three subject lines, design and copy we saw a 175% increase in the conversion of their abandoned cart emails.

On average 69% of shoppers will leave your site without completing the checkout process.

Abandoned cart emails are a great safety net to regain lost conversions and maximise your email marketing ROI. If you're looking to revitalise your abandoned carts or get started with transactional emails altogether we can provide the training needed to develop, or drastically improve, your abandoned cart emails in line with your eCommerce provider, ESP and customers.



CASE STUDY:

How This Retailer Increased New Subscriber Conversions by 187%

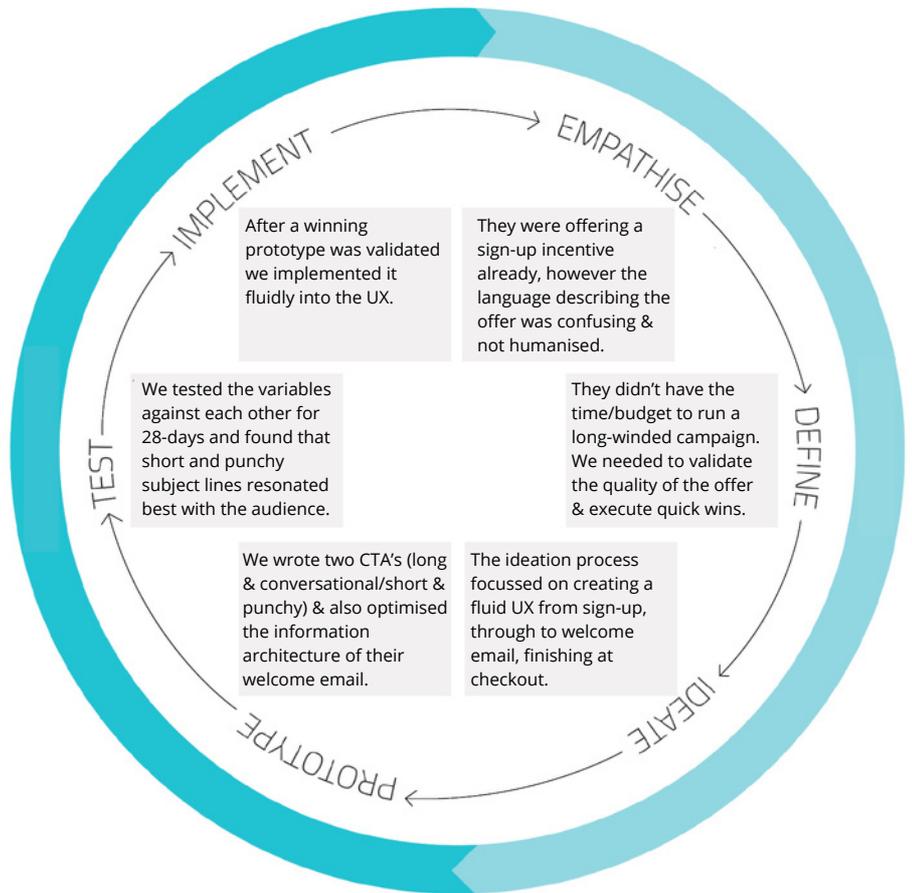
BACKGROUND

The company is a well-established retailer with over two decades of experience selling in the automotive industry. They're rated #1 in Australia and if you take a peek at their reviews I doubt you could find one lower than 5 stars!

MARKETING & BUSINESS CHALLENGES

- Grow the clients email list to increase engagement with regular email communications
- Boost conversions from email, and fast! The client was facing pressure from business stakeholders and needed results to warrant the current spend

OUR DESIGN-THINKING FRAMEWORK FOR RAPID INNOVATION



187%

Increase in revenue from new email subscribers

28%

Uplift in overall open rate

RESULTS

By offering a clearer and more humanised incentive the client not only saw a 187% increase in revenue from new email subscribers, they also saw a 28% uplift in their overall open rate and 8% uplift in CTR.

This case study is a great example of how zeroing in and really focussing on specific elements of your UX (user experience) will have a sustainable impact on ROI.

By applying a design thinking framework to every aspect of your UX you can iron out the speedbumps and make the experience as customer-focused as possible. Only then can you move on to innovating your customer experience. Strong foundations in the core areas of digital marketing are what gives a business the flexibility to grow and sustain this growth as the industry evolves

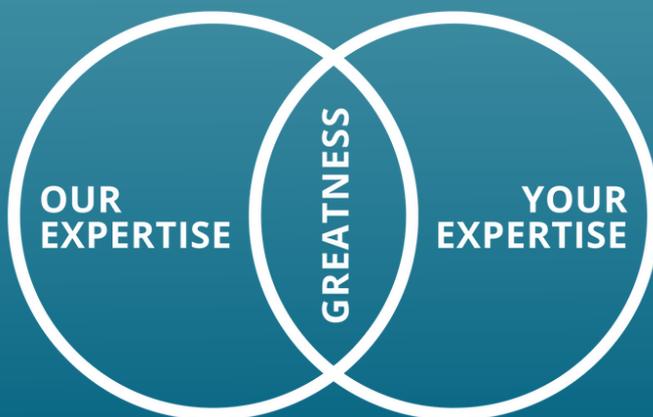
We're proud to announce

We've just lost a client

Contrary to popular belief, **great teams, campaigns & customer experience don't just rely on sheer luck.** You have to develop habits to build performance.

After years of dedication, our work here is done. We're not an agency, we're **Australia's most awarded project-based trainers.** Our job is to build team capabilities for retail and eComm brands – not just for the life of one campaign, but for life.

We help leaders build more strategically-creative, high performing teams.



Project-based team training in,

- Marketing Performance
- Customer Experience
- Team Alignment
- Strategic Creativity

Want to help your team realise their greatness? **Email us to book in a 30 Minute Training Exploration.**

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INDUSTRY + AWARDS



STUDENTS + ALUMNI



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