

SUCCESS STORY

Snuggle Hunny



Snuggle Hunny increases click engagement by 1100% with Dotdigital

Snuggle Hunny wanted to provide timely, relevant and engaging content would enable the brand to nurture long-term loyalty and increase lifetime customer value. To achieve these goals, the Snuggle Hunny team turned to Dotdigital and its email and SMS marketing automation platform.

SNUGGLE HUNNY SUCCESS STORY



1.

CHALLENGE

Personalize communications to increase lifetime customer value

In 2024, Snuggle Hunny migrated to Shopify Plus to support its consumer and wholesale customers. The company aimed to enhance email personalization to foster long-term loyalty and boost customer value. To achieve this, they partnered with Dotdigital for email and SMS marketing automation.

2.

SOLUTION

Ecommerce integration and multi-channel personalization

Using Dotdigital, Snuggle Hunny enhanced customer engagement through personalized emails and SMS. Their Easter Egg Hunt campaign achieved a 78% open rate. They now use dynamic content, personalized subject lines, and product recommendations based on customer preferences.

Dotdigital's Shopify Plus connector allows data synchronization, cloning automations, and better reporting. Snuggle Hunny's loyalty scheme, Snuggle Rewards, includes personalized headers showing points totals. Recent campaigns feature product recommendations like 'New in store' and 'Most viewed'.

3.

RESULTS

78%

OPEN RATE

1,100%

INCREASED CLICK ENGAGEMENT

80%

ADDITIONAL REVENUE



"The Dotdigital platform has affected our overall customer experience and encouraged long-term loyalty among our customers, aiming to increase lifetime value."

JULIE MATHERS, OWNER