The Kewl Shop increased monthly revenue by 22% in 12 months with ECRM.

The Rundown

The Kewl Shop seeks to stand out in a crowded ecommerce industry.

Charles Fitzgerald is the CEO of The Kewl Shop, a Shopify store that sells fashionable designer dresses, swimwear, and more. But while Charles is able to deliver today's trendiest fashions, the truth remains that women's fashion is one of the toughest markets to compete in online—and it's only getting tougher.

Not only does The Kewl Shop have to compete with thousands of boutique or niche fashion shops, but it also has to contend with top apparel sellers such as Amazon and Walmart. With such a feat at hand, Charles knew The Kewl Shop needed to differentiate itself beyond selection and price—The Kewl Shop needed to stand out with an unparalleled customer experience.

The Situation

Selling women's apparel brings tough competition.

Charles started looking for ways to acquire more customers while maximizing profits. This means he needed strategies that would turn shoppers away from competitors and toward The Kewl Shop, all without draining his budget and resources.

Many retailers try to compete with the top 10 ecommerce retailers by matching rock-bottom prices, but for specialty retailers like The Kewl Shop, that just isn't an option. The Kewl Shop can stand out from the competition, however,

thekewlshop

> " The net result is that we have a constantly optimized and high-performing campaign that brings customers back again and again."

Charles Fitzgerald
Chief Executive Officer

by delivering a personalized, unique, and memorable customer experience that just can't be replicated by the ecommerce behemoths.

Charles searched for a solution that had the ability to give his customers an experience to remember (without siphoning his budget and time).

drip

The Kewl Shop builds three personalized strategies to gain and retain more customers.

Cost-effective customer acquisition was one of Charles' goals for The Kewl Shop. The strategies he had in mind were too complex for an ESP, and he knew he needed a platform that was powerful enough to bring his ideas to life while being user-friendly so that he wouldn't need to hire a team of developers to make his plan a reality.

Charles came across Drip Ecommerce CRM, and has since built three ecommerce strategies that pull double-duty when it comes to acquiring and retaining customers.

Strategy #1: Create customer-focused weekly email series

From the moment someone becomes a customer of The Kewl Shop, they're entered into a weekly email campaign. A new email lands in each customer's inbox every week. With more than 50 fashion-focused emails in this series, people are consistently given interesting and relevant content that keeps The Kewl Shop top-of-mind and customers engaged.

Strategy #2: Segment customers by purchasing habits

Charles keeps track of customers who will pay full price for the latest fashion and who will only buy when they're offered a discount. With Drip ECRM, he can automatically segment customers by these purchasing habits, then create workflows that align with these behaviors.

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This has been huge for protecting our margins," says Charles. "We're no longer sending out coupons generally to customers who have demonstrated that they will buy at full price."

Strategy #3: Build page abandonment campaigns

Similar to a cart abandonment campaign, product page abandonment campaigns are triggered when a shopper visits a page for a specific product and leaves before adding the product to their cart. Within 60 minutes, The Kewl Shop sends the curious shopper an email about the exact product they were just checking out, which makes it a hyper-relevant message and a truly tailored experience.

Three personalized strategies rake in more revenue for The Kewl Shop.

These strategies checked all the boxes and delivered serious results for Charles and The Kewl Shop. Building these strategies didn't tax resources, and since they're all automated in Drip ECRM, Charles knows his effective campaigns are running 24/7.

Because Charles has nailed the timing and relevancy of each email, customer engagement is sky-high.

Charles continuously converts 5% of email prospects into customers, the average value per subscriber is $34, and in just 12 months, The Kewl Shop saw a 22% increase in revenue.

Drip ECRM empowered Charles to understand each customer at a deeper level so he could create meaningful marketing campaigns for each unique customer. Stronger, more personalized engagement has helped The Kewl Shop stand out and grow in its crowded ecommerce industry.

About Drip

Drip is the world's first and only ECRM—an ecommerce-specific CRM that connects your order management system with your marketing system at the customer level in order to build better, more profitable relationships with your customers through email, social, and paid media integrations. Drip is headquartered in Minneapolis, MN and Salt Lake City, Utah—two cities with deep retail and tech roots—and venture-backed by the Foundry Group, Drive Capital, and Arthur Ventures.

Want more ecommerce marketing automation solutions? See more solutions at drip.com.

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