



CASE STUDY

How the world's largest contact lens store uses real-time data to unify its messaging and scale 1:1 personalization.

A photograph of a woman with dark hair pulled back into a bun, looking directly at the camera with bright blue eyes. She is holding up a white, textured knit sweater to cover her mouth and nose. The background is a dark, textured wall. In the top right corner of the image, the text "1 800 contacts®" is written in a white, sans-serif font.

1 800 contacts®

## Summary

Cordial helped 1-800 Contacts migrate off their legacy email service provider (ESP) within 60 days of engagement with Cordial, removing the need for two separate messaging platforms. Using Cordial's flexible data architecture, 1-800 Contacts is now able to create a unified view of their customers and use real-time data to scale their messaging personalization strategy. They were also able to correct years of rushed and improper integrations, now creating streamlined internal processes and a more simplified and efficient marketing technology stack. 1-800 Contacts is now able to provide their customers with a unified, tailored messaging and buying experience that has increased engagement and promotes further brand loyalty.



## Company Overview

Founded in 1995, 1-800 Contacts is the world's largest contact lens retailer, serving more than 10 million customers and filling hundreds of thousands of orders everyday. With a reputation for superior customer service, low prices and fast delivery, 1-800 Contacts has established itself as the go-to place for customers who need contact lenses and eyeglasses.

## Key Takeaways



Using Cordial, 1-800 Contacts consolidated two messaging platforms into one, creating hundreds of thousands of dollars in savings annually.



The team can now activate customer and business data in real-time and create tailored customer experiences at scale.



Sent their first email within 35 days of project kickoff and fully migrated off of their Legacy ESP within 60 days.



Accelerated ability to test and learn, leading to a 10% improvement in key, targeted email programs.

## The Solution

### MIGRATION

1-800 Contacts found Cordial and became interested in their modern, flexible architecture, as well as hands-on Client Experience support. Because of this, 1-800 Contacts selected Cordial as its primary messaging platform and was able to send their first marketing message within 35 days of contract signature and completely migrate off their legacy ESP within 60 days.

The Cordial Client Experience team worked side-by-side with the 1-800 Contacts team to map data from their various marketing and business systems so that all data could be activated within Cordial to create real-time, personalized customer communications. Cordial's dedicated email deliverability team also worked to proactively manage 1-800 Contact's email sending reputation to ensure there were no issues with deliverability during the initial messaging sends.

### By Switching to Cordial:



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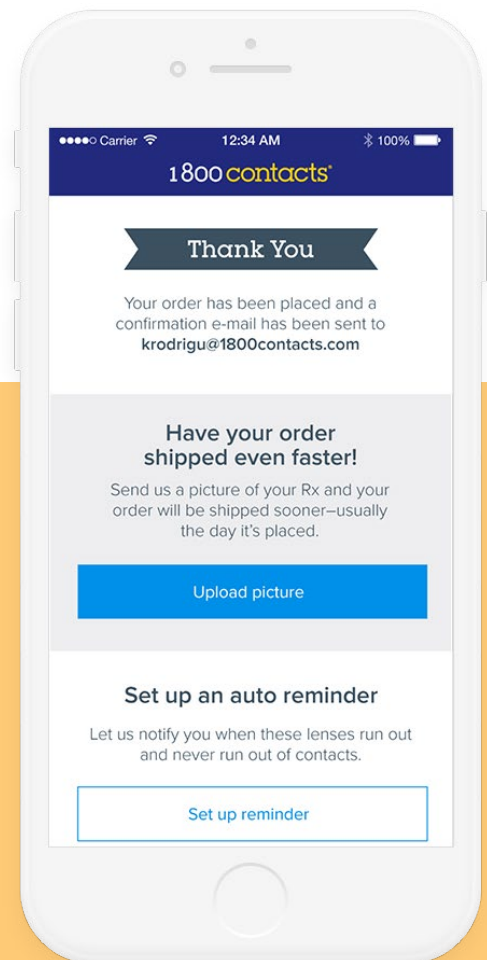


The experience has been a true partnership. Cordial was extremely engaged with our team, and they had a flawless IP warm-up plan, which they customized to our needs.

### ANDREW WATT

Director of CRM

1800 contacts®



## DATA AND MESSAGING UNIFICATION

Creating tailored customer experiences begins with access to real-time customer data. Cordial's first goal with the 1-800 Contacts team was to create a unified view of their customers. Through the use of Cordial's REST API and Javascript listener, the 1-800 Contacts team was able to track customer behavior and event data across all their digital properties and activate it in real-time. They were then able to immediately use the data to build dynamic audience segments and send personalized promotional and triggered campaigns.

1-800-Contacts is also using Cordial Podium, Cordial's highly visual campaign orchestration workflow tool. With Cordial Podium, 1-800 Contacts is able to create sophisticated message automations that adapt to changing customer signals. Using real-time streaming behavioral and event data, they have increased the level of personalization. Now, each customer communication builds on previous interactions, creating rich, tailored brand touchpoints that create engaged customers.

"We're really excited about some of the innovations that are happening with Podium," said Shannon Ma, an experienced email marketing specialist at 1-800 Contacts. "It has helped us improve and automate our existing campaigns."

## EASY-TO-USE PLATFORM AND RELIABLE CUSTOMER SERVICE

Cordial has also helped the 1-800 Contacts team streamline their marketing campaign creation processes. "Cordial is the most simple and straightforward platform that I've ever used," Ma said, who creates and manages about 10 to 20 promotional email campaigns a week, as well as 100 triggered and transactional campaigns.

"It's such an intuitive interface," Ma added. "You don't have to jump through so many hoops like you do with other vendors' dashboards. Instead, you get your message ready, set up a draft, schedule an audience, and you're good to go."

If Ma needs an email or campaign management best practice tip, she's found Cordial to be a reliable and dedicated partner. "They are so responsive. I appreciate their continuous support and availability to help with any questions since the migration. It really feels like we're on one team."

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**SHANNON MA**

Email Marketing Specialist

1800contacts®

## The Results



1-800 Contacts simplified their marketing technology stack and is now able to activate customer data in real-time to manage all messaging campaigns from one platform.



1-800 Contacts can connect their marketing campaigns using Cordial Podium, which allows them to visualize the entire customer experience and create unified brand experiences.



While only 1% of 1-800 Contacts' total message sends are automated, they account for roughly 10% of the company's overall email revenue.



The Cordial team definitely lives up to their name and values. They truly care about our business and have been with us every step of the way.

**ANDREW WATT**

Director of CRM

1800 contacts®

**Your legacy tech is holding you back.**

Rigid architecture and fragmented data are stifling your team's innovation and making it hard to create engaging brand experiences. Learn why Cordial is the last messaging platform you will ever need.

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