

## Email Marketing Case Study





## Client

AVON is one of the largest direct selling cosmetics companies in the world with a 130-year history and a turnover of \$5.571 billion in 2018.

## Tasks

- Create a new content strategy and increase website traffic coming from the email channel;
- Preserve audience engagement and loyalty to the brand.

## Audit

We analysed the latest emails sent by the company and identified potential growth points.



## **Design of promotional email campaigns**

Previously, the company used several templates for their email campaigns. The emails didn't have "Zest", and only the design of individual elements was changed. It was necessary to introduce a new style so that each email was unique and complete.

## **No segmentation of the contact database**

Among the subscribers to the AVON mailing list there were not only clients, but also the brand coordinators, who were to receive different content.

## **Inappropriate use of the first screen in the email**

Usually a banner with one or more best-selling products was placed at the top of the email. As a result, users did not scroll down to check for all the offers from the email, but instead reached the website clicking on the first screen.



# Solution

## Optimisation of mailing frequency

Previously, the frequency was 3+ emails per week. To maintain engagement and reduce exodus of the contact base, we decided to reduce the number to 1 email per week and developed a new content email strategy.

As a result, AVON subscribers started to receive only three promotional emails with different content types while each new catalogue was valid:

*New items in the catalogue*

*Bestsellers*

*Products from the "Sale" section/promotional offers*

AVON

MAKEUP | PERFUMES | FASHION & STYLE | FACIAL CARE | BODY CARE | SALE

#STANDOUT #STANDOUT #STANDOUT #STANDOUT #STANDOUT

# mark.

## EYEBROW MARKER

AS FIRM AS YOUR PRINCIPLES



get your perfect microblading effect as if from a beauty salon but cheaper

**IMITATES NATURAL HAIR**



poor and featureless eyebrows



bushy and dramatic eyebrows, as if from a beauty salon



## MUST HAVE

this summer



## TREAT YOUR SKIN



*must have*  
skin revitalisation and nutrition 24/7 with the banana collection



Banana Body Cream

1299 ₸

**1199 ₸.**

**SHOP NOW**



Banana Body Lotion

1099 ₸

**999 ₸.**

**SHOP NOW**



Banana Hand Cream

429 ₸

**379 ₸.**

**SHOP NOW**



## SHOP MORE GET MORE

**SMART Spring**

**SHOP**  
GET PROMO-CODES  
RECEIVE YOUR PRIZE!  
**LEARN MORE**

free orders delivery

cash-on-delivery

return within 30 days

personal assistant

Decorative Cosmetics | For Men | Face Care  
Body Care | Clothes and Accessories | Sale  
Perfumes | For Kids | Hair Care

+727 330 32 32 | +8 702 008 00 08 | info.kz@avon.com | my.avon.kz

The first week of the campaign

# AVON

MAKEUP | PERFUMES | FASHION & STYLE | FACIAL CARE | BODY CARE | SALE

## Encanto

REVEAL YOUR **TENDERNESS**



YOUR **FESTIVE LOOK IS**



WANT AN  
**ADDITIONAL 30%  
DISCOUNT AND  
A SPECIAL GIFT?**

**GET DISCOUNT**



cash-on-delivery



return within  
30 days



personal assistant

Decorative Cosmetics  
Body Care  
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*The second week  
of the campaign*

# AVON

MAKEUP | PERFUMES | FASHION & STYLE | FACIAL CARE | BODY CARE | SALE

## FLAWLESS TENDERNESS AND BEAUTY



Ideal coverage with no oily shine


Super-light texture

No "mask" effect

Compact packing



**NEW**




AVON TRUE  
**FLAWLESS**  
ULTRAMATTE  
FOUNDATION

With the scent of blackberry, musk, red apple and vanilla

1499 ₸. **1 399 ₸.**

**SHOP NOW**



**WOW**  
offer

A limited offer valid with the purchase of every matte skin foundation "Flawless tone"

Concealer

899 ₸. **699 ₸.**

**SHOP NOW**




### MORE PROMO-CODES MORE CHANCES TO WIN!




**SMART**  
Spring

SHOP  
GET PROMO-CODES  
RECEIVE YOUR PRIZE!

**LEARN MORE**



free orders delivery



cash-on-delivery



return within 30 days



personal assistant

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*The third week  
of the campaign*



## Segmentation of subscribers

We introduced a new type of mailing for the brand coordinators. Such emails not only introduced each new catalogue, but included special promotions and programs for company representatives ("Leadership Bonus", "Golden Marathon"), as well as an outlet catalogue.

Thus, we made the work of brand coordinators more comfortable, collecting all the most important materials for them in one email.

*News for coordinators*

AVON

MAKEUP | PERFUMES | FASHION & STYLE | FACIAL CARE | BODY CARE | SALE

AUTUMN BESTSELLER!  
**5 in 1 mascara**  
+ a gift

PROGRAMS FOR COORDINATORS

GOLDEN MARATHON

EASY MONEY

MEGA BONUS

Decorative Cosmetics  
Body Care  
Perfumes

For Men  
Clothes and Accessories  
For Kids

Face Care  
Sale  
Hair Care

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## A/B testing

After analysing the brand's email campaigns using the click map, we found out that most of the time, subscribers visited to the website after clicking on the first block, without scrolling to the end.

This means that they had time to get acquainted with only a few new products, missing information about other exclusive offers from AVON.

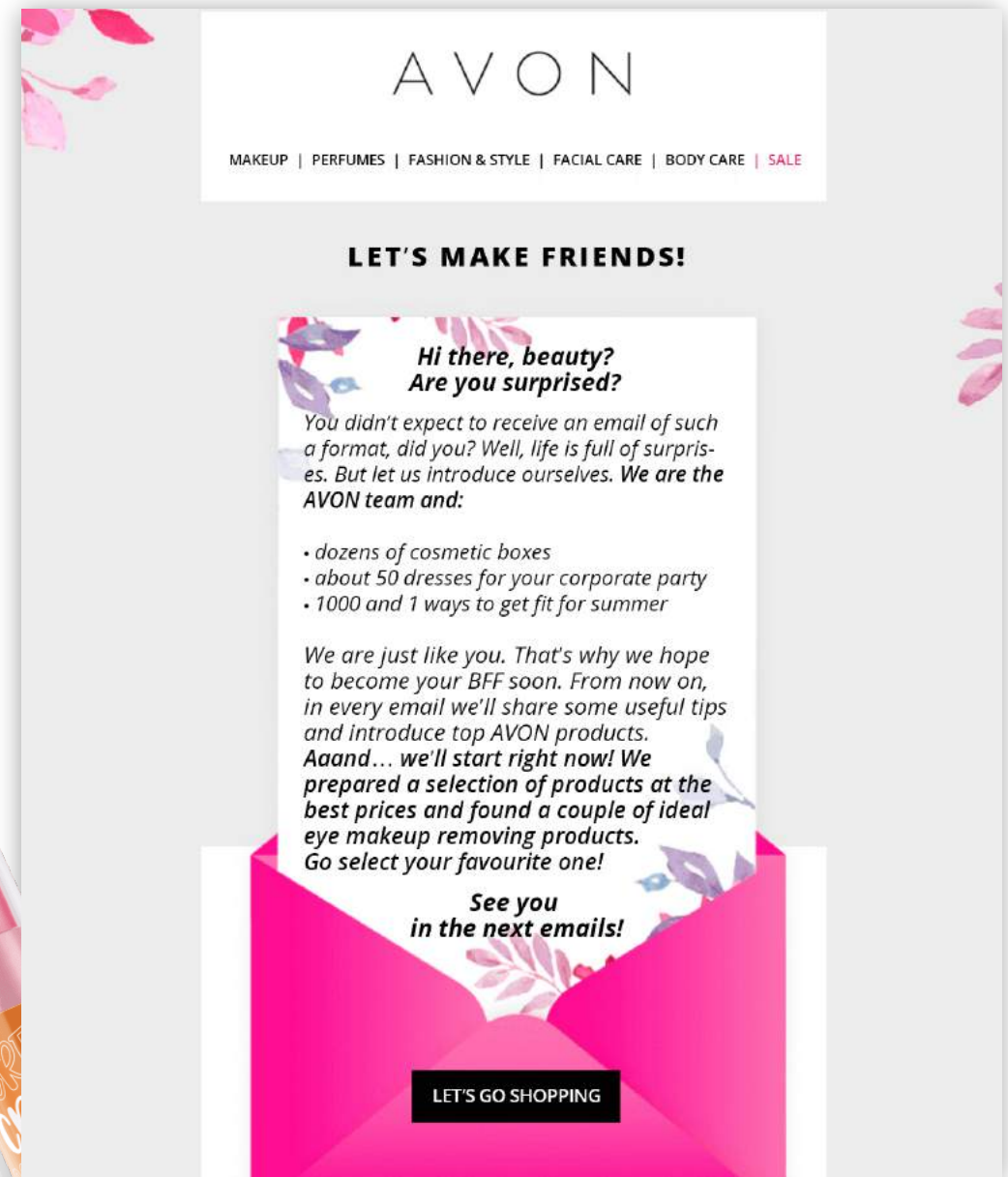


## This is how a preamble appeared in each letter

In order to solve this problem, we added a separate block with the AVON team addressing subscribers at the beginning of the email.

In the first email with a preamble, we communicated the change in the format of the mail exchange to the clients, this way avoiding any misunderstanding.

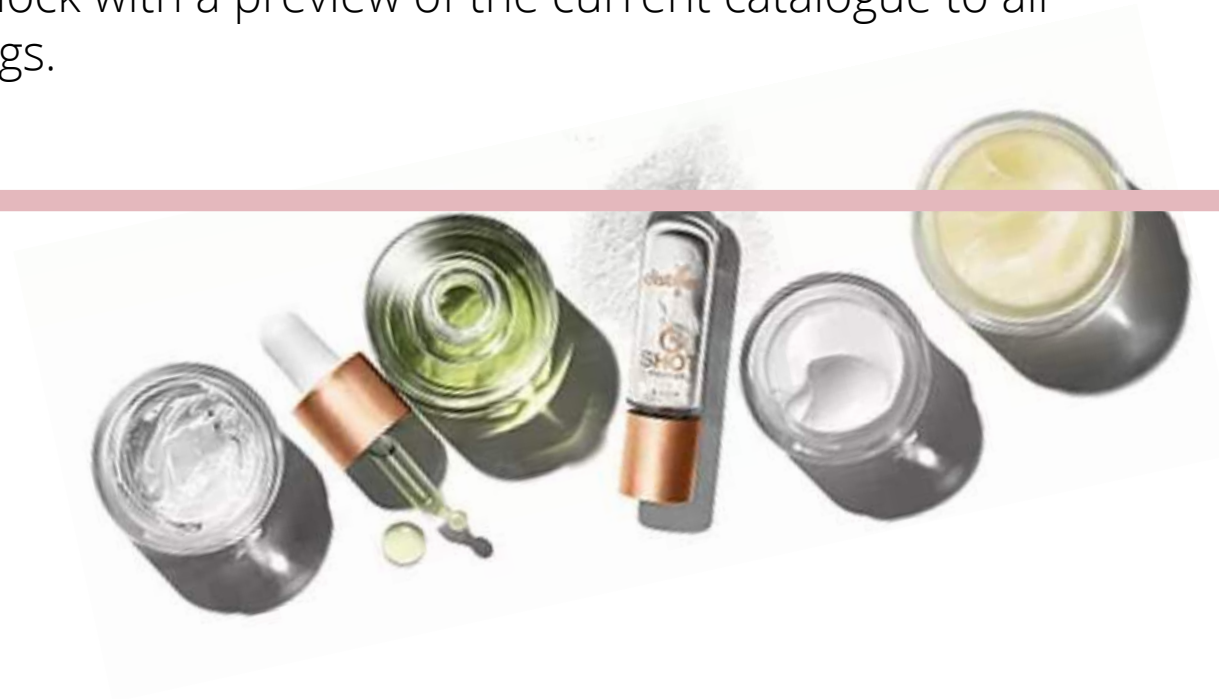
The preamble helped to increase audience loyalty, introduce the AVON team to the subscribers and give a brief overview of all the new products and great offers the email contained.





# Catalogue preview

To achieve the maximum coverage of subscribers with each new campaign, we have added a block with a preview of the current catalogue to all promotional mailings.





free orders delivery    cash-on-delivery    return within 30 days    personal assistant

**NEW**

**CHECK ONLINE CO7 CATALOGUE**

**GO TO CATALOGUE**

*Select the products and add to the cart in one click*

Decorative Cosmetics    For Men    Face Care  
Body Care    Clothes and Accessories    Sale  
Perfumes    For Kids    Hair Care

According to the click map, the block with the catalogue preview resulted in up to 60% of the clicks of all subscribers who opened the email.



# Results

**+33%**

*Conversion rate from  
email channel*

**+34%**

*Website visits from  
mailing subscribers*

**+22%**

*Of engaged mailing  
subscribers*



## What's next?

We continue to develop and test hypotheses to get the most positive response from the audience: not only in terms of activity, but also in favour of the commercial component.

