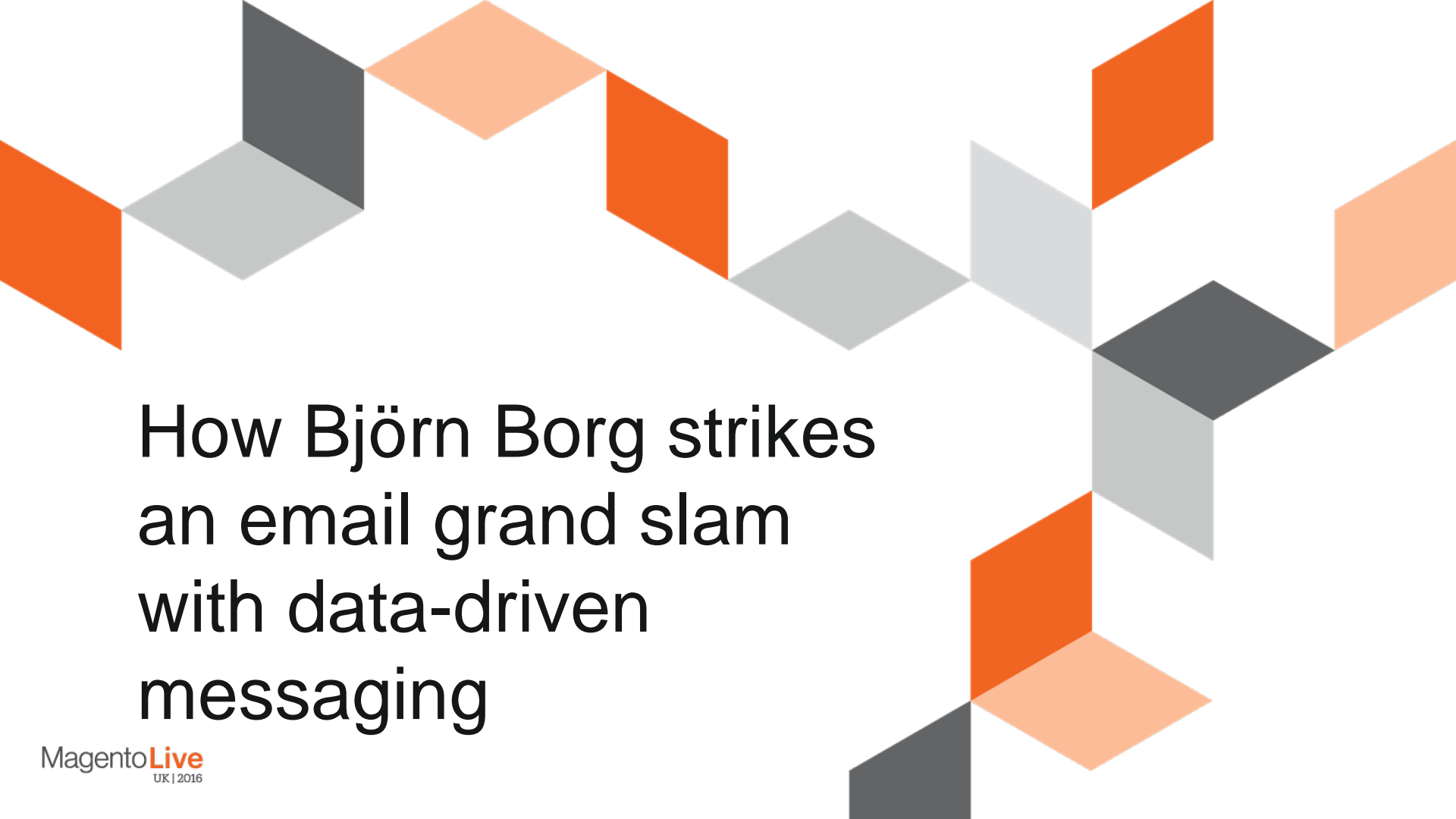




# Magento **Live**

UK | 2016



# How Björn Borg strikes an email grand slam with data-driven messaging



# Noelia Guinón

*Ecommerce Manager, Björn Borg*

# Saima Alibhai

*Practice Manager – Professional Services,  
Bronto Software*

# Getting Personal – The Right Way

# What is personalisation?

Who is the customer?

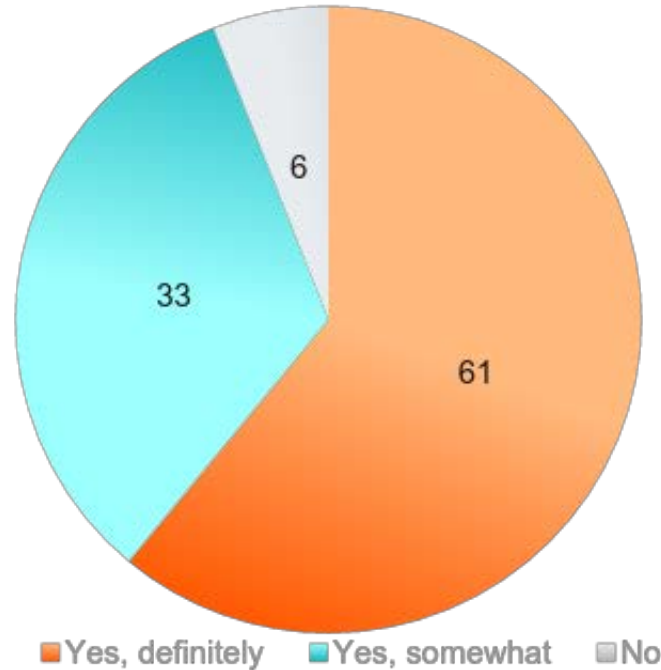
When to reach the customer?

What content fits the customer?

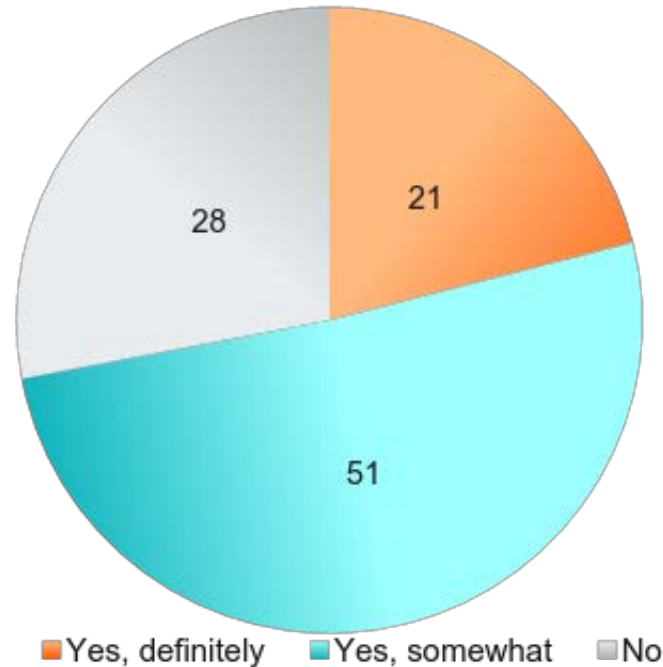
How to reach the customer?



# 94% of companies say that personalisation is critical to current & future success



72% say they understand the importance of personalisation, but don't know how to do it.



# Customers want contextually relevant messages

70% of baskets  
are abandoned

85% of shoppers  
find cart reminder  
emails helpful

61% say cart  
reminders will get  
them back on the  
website





# What is personalisation?

- Customer engagement that reaches the **right customer** in the **right place** and at the **right time** across multiple channels and touch points.
- The natural evolution of ‘big data’ – the actual application of huge volumes of data to achieve results.
- Guiding the customer journey by combining:
  - Customer data: who the customer is
  - Historical data: what the customer did in the past
  - Content
  - Insight

# How to win in this customer-driven era



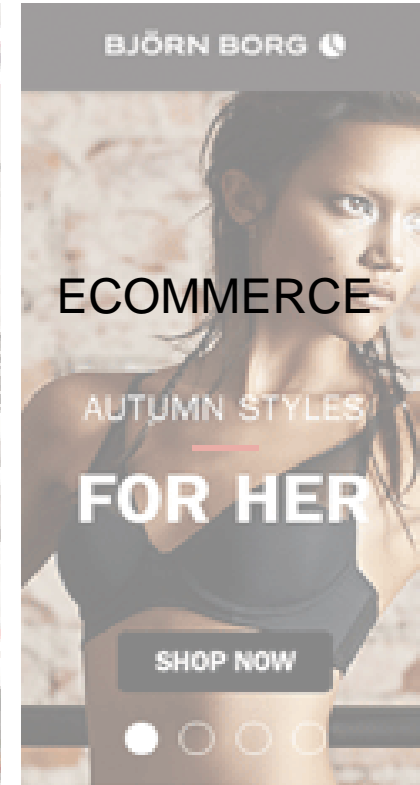
# Success story: Björn Borg

# About Björn Borg

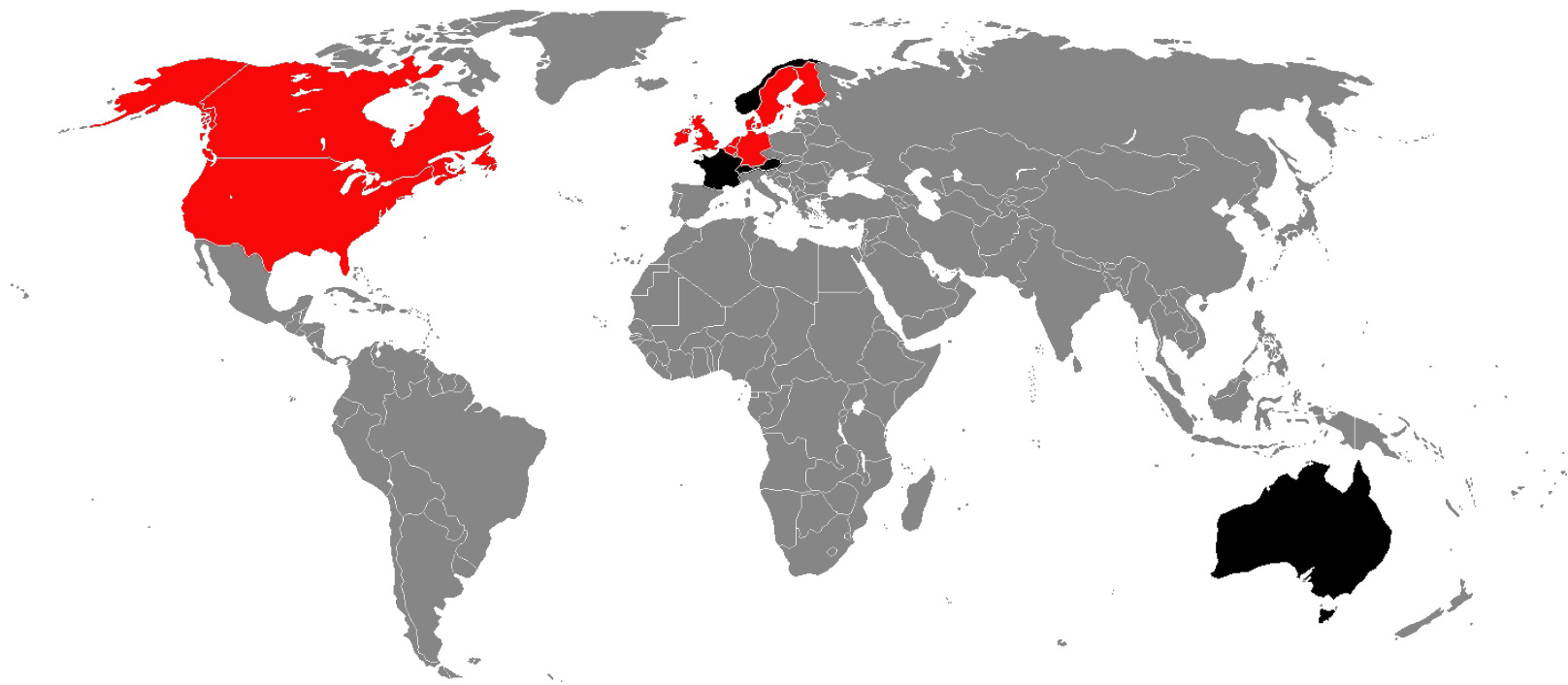
- Founded 1984.
- Products are sold in over 30 markets.
- Fashion underwear – Made to feel active and attractive.
- 2015 – Transition into sports apparel.
- [bjornborg.com](http://bjornborg.com) – The digital flagship store.
- Brand values: CRISP, DYNAMIC, CONTEMPORARY & ECCENTRIC



# The Björn Borg organisation



# Our Centre Court



# Goal

Become the number 1 sport fashion digital experience boosting active and attractive through...



Engage



Interact



Personalise

# Project goals

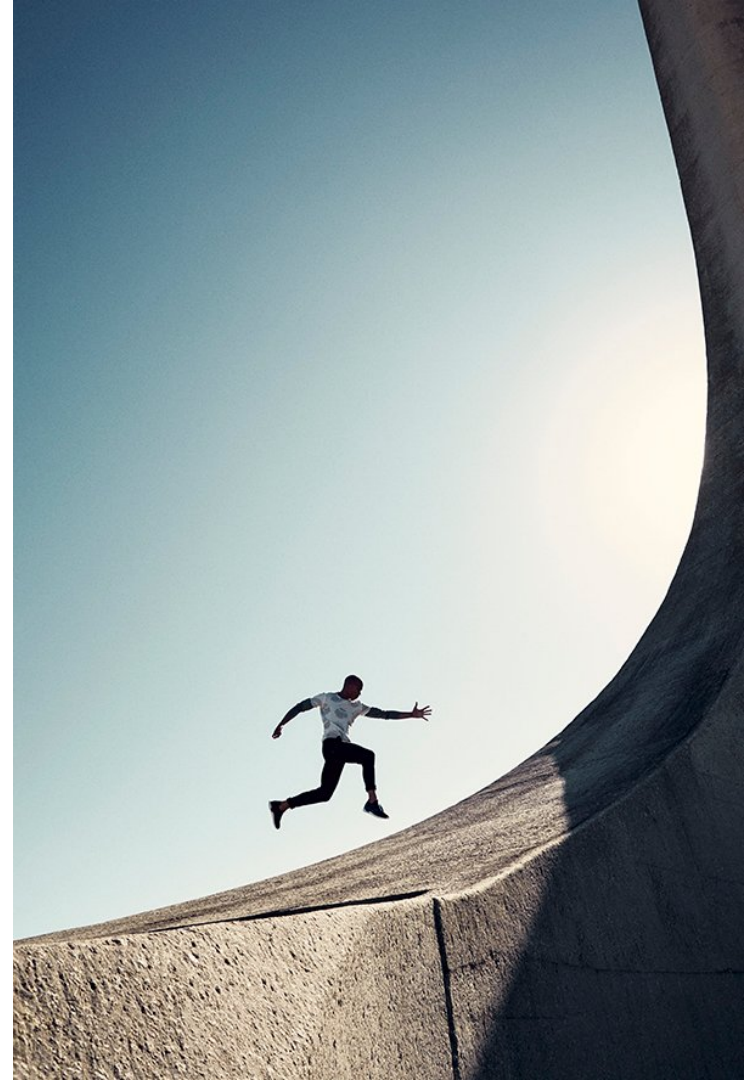
- Secure brand transition into Sports.
- Leverage customer data effectively.
- Ensure repeat customers.
- Provide a personal shopping experience.
- Integration with the ecommerce platform.





# Success factors


- International brand alignment.
- Increased relevancy through personalisation.
- Increased revenue through loyalty.



# Newsletter

## Brand

BJÖRN BORG



### TONAL TOUCH

This summer is yours. The rest is history. Get outfitted in the best warm weather essentials and get outside.


SHOP NOW

MAN WOMAN STORES

© %account\_organization%  
%%account\_address%%, %%account\_city%%, %%account\_city%%, Sweden  
Utställningsplatsen

## Storytelling


BJÖRN BORG



### ACTIVE BEACH

This summer is yours. The rest is history. Get outfitted in the best warm weather essentials and get outside.


SHOP MAN



### ENERGISE YOUR

## Product





BJÖRN BORG



### ACTIVE BEACH

This summer is yours. The rest is history. Get outfitted in the best warm weather essentials and get outside.

SHOP MAN

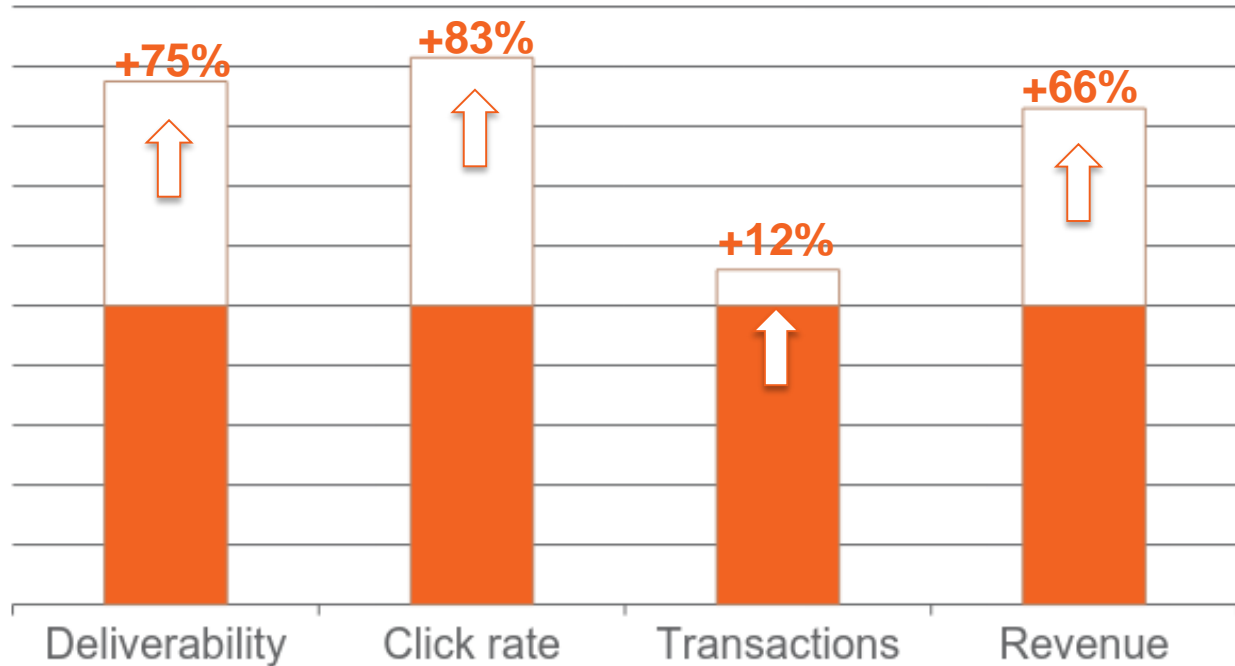
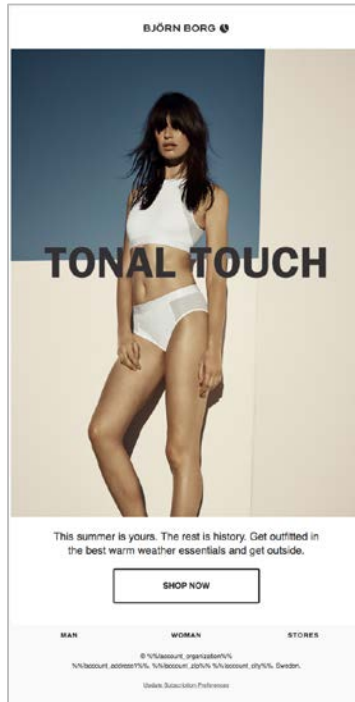
			
Product 1	Product 2	Product 3	Product 4

MAN WOMAN STORES

© %account\_organization%  
%%account\_address%%, %%account\_city%%, %%account\_city%%, Sweden  
Utställningsplatsen


# Newsletter - results

Weekly newsletter performance vs. previous provider




# Transactional emails

- Brand alignment
- Statistics
- High deliverability

BJÖRN BORG 

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MAN WOMAN KIDS SUPPORT STORE LOCATOR



**YOUR ORDER IS CONFIRMED**

Your order will be processed and dispatched within 2 working days. You'll receive an email confirmation once your package has left our warehouse.

**Order #600036949**


Products	Price	Quantity	Total
 LACE BANDAU SEASONAL SOLIDS Size: S SKU: 153751-365251_70911-S	249 kr	1	249 kr

**SHIPPING ADDRESS:**  
Jimsy Edlundsby  
adressvägan 33

Sum (excl. VAT):	199 kr
Shipping:	0 kr

# Welcome series


- Unique brand introduction
- Newsletter sign-ups
- Sports transition



BJÖRN BORG

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♂ ♀ ♂ ⓘ 📍




## WELCOME TO BJÖRN BORG!

We are delighted you've joined us as an official member! Here we create sports fashion designed to make you look and feel active and attractive.

### TO ACCESS YOUR ACCOUNT

 To login at BjörnBorg.com, simply navigate to "My Account," and add your credentials.


 View your current and past orders, amend personal information, passwords, and shop our range of sports fashion.

# Welcome series

**BJÖRN BORG**

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MAN WOMAN KIDS SUPPORT STORE LOCATOR




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**BJÖRN BORG**

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### FIND YOUR FIT

## THE HIT LIST

Discover your personal style explore our new collection today.


**SHOP NOW**




### COMFORT PLUS PERFORMANCE

Technical and functional - confident and strong. Slip softly into our microfiber underwear.

**SHOP NOW**



### COLOR MEETS



**BJÖRN BORG**

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### THIS IS BJÖRN BORG

## OUR HERITAGE

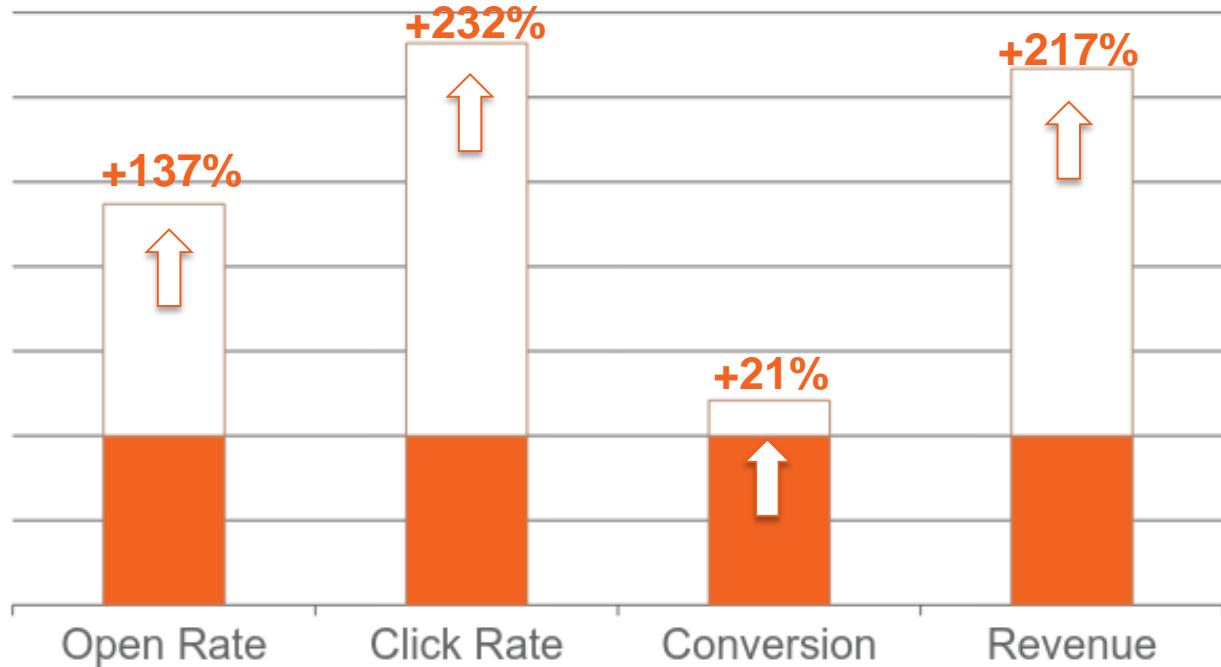
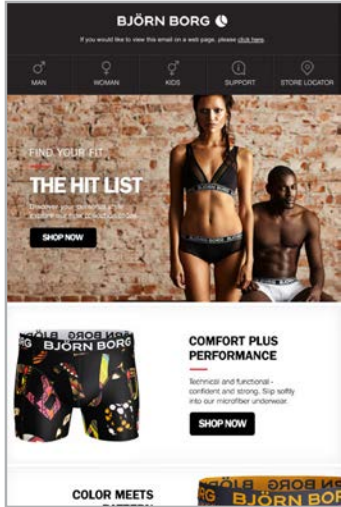
Our products are just as long lasting as the memory of the tennis legend Björn Borg's deeds, as breathtaking as his play and as eye-catching as his records.

**WEAR THE LEGEND. BE THE ROCKSTAR.**

**READ MORE**

# Welcome series - results

Welcome series performance vs. average marketing emails




# Post purchase series

- Opening rate 49,7%
- CTR 16,9%
- Conversion rate 10,5%

**BJÖRN BORG**

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MAN WOMAN KIDS SUPPORT STORE LOCATOR



FOR THE WIN!

**SAVE 10%**

Thank you for your recent purchase. As a valued customer, we'd like to show our appreciation with a special offer. Enjoy 10% off your next order online. Enter coupon code: BBWS15

*The Björn Borg Team*

**SHOP WOMAN** **SHOP MAN**

Discount valid on all products pending availability, cannot be combined with other offers. Discount is applied at checkout. To apply the discount enter coupon code and press "Add."



# Recap

## Marketing

BJÖRN BORG

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NEW IN

### MICROFIBER

A stronghold of comfort, creativity, and functionality. Refresh your underwear wardrobe with this season's most popular shorts.

**SHOP NOW**

f i y t

SHOP ONLINE at [bjornborg.com](#) or visit one of our **RETAIL STORES**.  
All prices and products are subject to availability.  
If you're an Amazon seller to receive these emails, [contact us here](#).

## Transactional

BJÖRN BORG

If you would like to view this email on a web page, please [click here](#).

MAN WOMAN KIDS SUPPORT STORE LOCATOR

## YOUR ORDER IS CONFIRMED

Your order will be processed and dispatched within 2 working days. You'll receive an email confirmation once your package has left our warehouse.

**Order #600036949**

Products	Price	Quantity	Total
LACE BANDAU SEASONAL SOLIDS Size: S SKU: 153751-052051_70911-S	249 kr	1	249 kr

**SHIPPING ADDRESS:**

Jimmy Edvardsson adriesslagen 33 Stockholms, 12345 Sverige T: 0702197806	Sum (incl. VAT): Shipping: Total (excl. VAT): VAT: Total (inc. VAT):	199 kr 50 kr 199 kr 50 kr 249 kr
--------------------------------------------------------------------------------------	----------------------------------------------------------------------------------	----------------------------------------------

f i y t

BJÖRN BORG AB  
Headquarter: Tullgatan 11, SE-113 53 Stockholm, Sweden.  
00450093.0001  
Click Here to Contact Us

## Automated

BJÖRN BORG

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## WELCOME TO BJÖRN BORG!

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**TO ACCESS YOUR ACCOUNT**

 To login at <a href="#">bjornborg.com</a> , simply navigate to "My Account," and add your credentials.	 View your current and past underwear personal information, passwords, and shop our range of sports fashion.
------------------------------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------------------------------------

# What's next

- Cart abandonment series
- Triggered product recommendations





# THANK YOU!

*Stop by the Bronto booth  
for your copy of the case study  
& an inflatable Bronto.*