

Synopsis

A leading pet supply retailer turned to FreshAddress's ECOA service for a reliable way to reconnect with loyalty club members whose email addresses were bouncing, inactive, or invalid. As a result, the company experienced a 25% increase in sales for these reconnected members.



ECO A

Background

Whenever the client wants to send special offers and local store news to the 4.6 million people in its loyalty club, it chooses email first. Email is the primary method of communicating with members for the company, which has more than 300 stores across the United States. Half of those stores are franchises, making this client the largest franchise pet supply company in America. The client's customers can join the club at the cash register or online. They receive special offers, notices about events at their local stores, and birthday treats for their furry, feathered, finned, or scaly friends.

Challenge: Bouncing & Inactive Customer Addresses

40% of the membership records in the client's loyalty club database were unreachable via email. This is because many members changed their email addresses without notifying the client or submitted incorrectly formatted or typo-laden email addresses.

The company faced a growing deliverability problem stemming from its frequent mailing to out-of-date or invalid email addresses. By doing so, it was both wasting money and jeopardizing its ability to reach the inbox.

FreshAddress Solution: ECOA

The company updated approximately 30,000 bouncing, inactive, and invalid addresses using the 5-step FreshAddress Email Change of Address (ECO A) process.

This enabled it to communicate with more customers than ever before. As a result, the client experienced a 25% increase in sales for customers associated with these new email addresses. In addition, management was pleased to find that these new addresses had very low complaint and bounce rates, making the opportunity for further sales growth even greater.

Positive returns from the client's use of ECOA service has driven the company to more than triple its annual spend on FreshAddress's services from 2014 to 2017.