

NEW LOOK

Offers for
savvy shoppers

New Look decided to put a fun twist on their targeted re-engagement email, aimed specifically at customers who only shop with them during Black Friday. To encourage customers to shop before #BlackFriday2020, they sent an email containing two great offers and asked recipients to select the offer they wanted to receive. The percentage of votes updated live in the email as each offer was clicked. Once a vote had been cast, a follow up email was triggered containing the offer each subscriber chose.

“The live vote drove a lot of clicks and helped us to know what content to deliver next. It's a great way to make our customers feel heard and valued and it helps us as a brand to keep customer experience and expectations high.”

New Look CRM team

