HOLLAND & BARRETT

Generating revenue through automated, targeted followups

Holland & Barrett use Content Automation to generate product images for email to reduce the design resource required and to speed up email build time. The resource saved is then spent on sending strategic follow ups based on in-email behavior.

Using Content Automation, Holland & Barrett generated multiple live images, each of the latest product from a category on their website, to include in a category-based email. Three days after send, Holland & Barrett analyzed the in-email behavior. Quickly and easily, they were able to send follow-up emails containing multiple products from the click-through category.

All Holland & Barrett needed to do once they'd sent the initial email was to add multiple positions into each of the Tags to generate product images for additional products within the category, thus automating the product image production process.





Prior to using Content Automation, Holland and Barrett didn't have the resource available to send targeted follow-up campaigns based on in-email behavior. Automating this process freed up the time and resource to do so.

Results

- Utilizing Kickdynamic to automate content for follow up campaigns based on category of click produced significant additional revenue.

> *Content Automation saved so much time that we were able to use the time strategically to send an additional email, targeted using information we collected from a previous send, resulting in additional revenue."*



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