

A small team with a huge personalization goal

Mobiles.co.uk, an award-winning subsidiary of Carphone Warehouse, dedicate themselves to offering the best mobile phone deals in the market. They help consumers compare and save on the latest and best mobile phone contracts, SIM Only deals, Upgrades and Accessories.

As a pure play retailer, email is a hugely important channel to attract, retain and upgrade customers at every stage of their mobile phone lifecycle. Once a customer has purchased from Mobiles.co.uk, they enter into a retention programme spanning two years, from initial welcome to upgrade with hundreds of product variations and thousands of contract options. Featuring this content in email, in a meaningful way, was impossible.

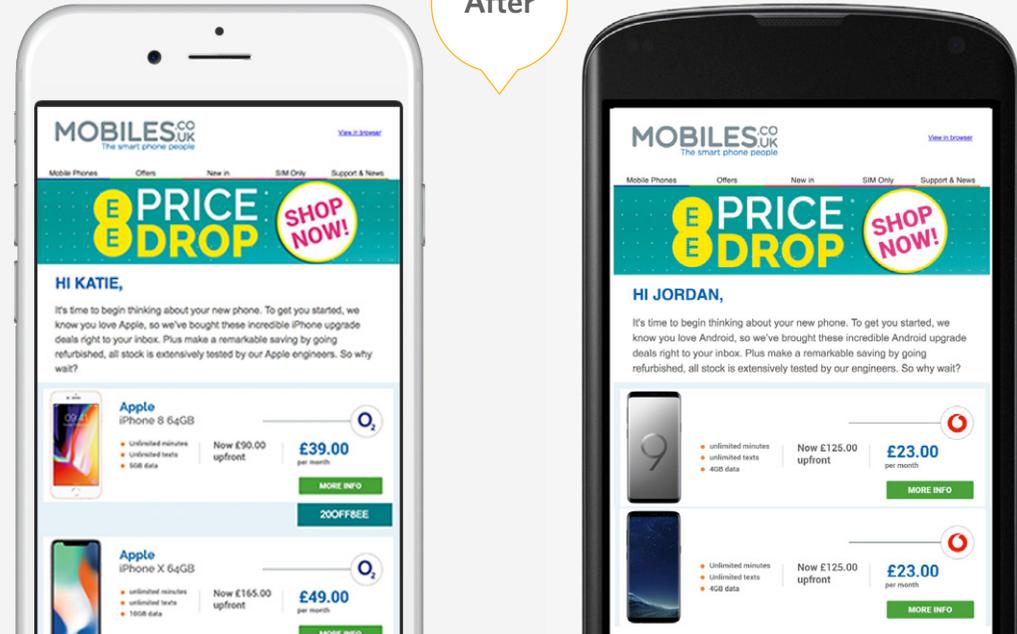
Enter Kickdynamic.



Before



After



CHALLENGE

As a small team, internal resource is limited. Previously, all emails were updated manually on a daily basis to reflect price changes and product updates. The result of this was a generic batch and blast approach with no personalization. Each recipient eligible for an upgrade received the exact same email containing two Apple handsets and two Android handsets.

SOLUTION

Using open time content automation, Mobiles.co.uk have leveraged product feeds to fully automate the product content in their emails. Additionally, they have added personalization layers utilising their CRM data to personalize product content to each recipient based on their previous purchase, handset, network and tariff. From one html, thousands of personalized email variations are generated automatically and instantly.



44%

increase in
email sales



4%

increase in unique
visitors to website

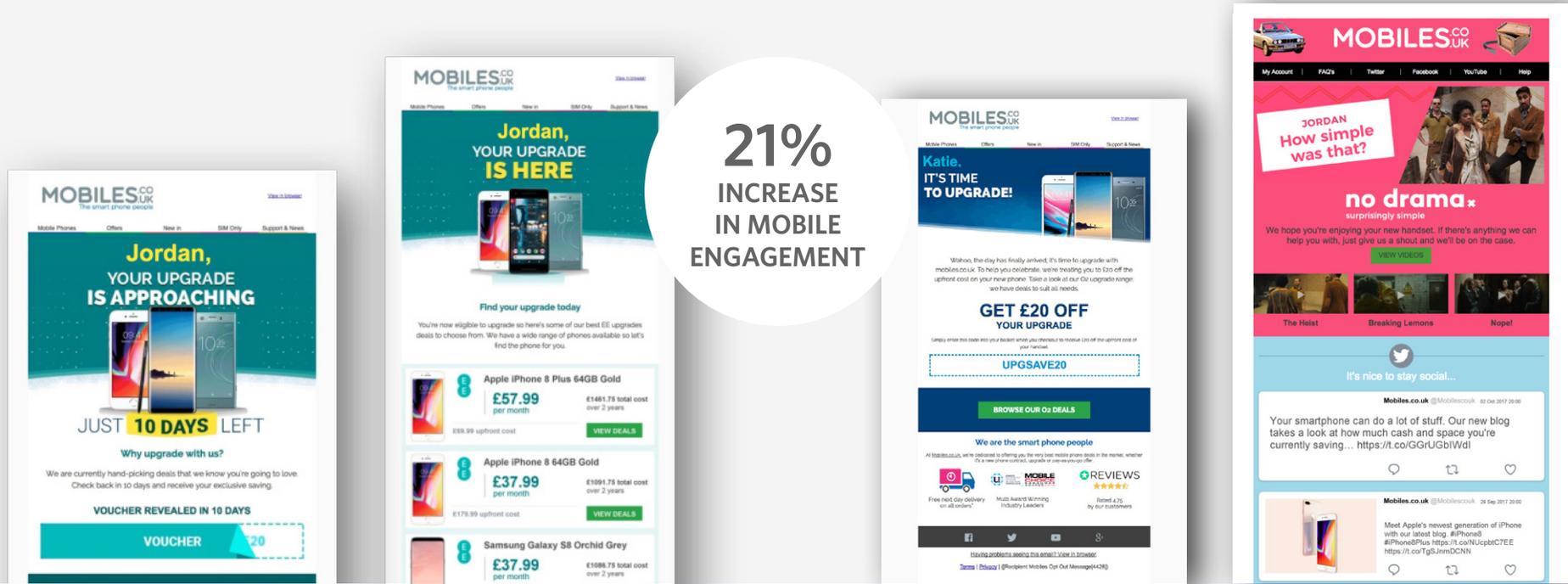


"We see Kickdynamic as a full-time member of our team; it is a tool that is now used daily as a vital part of our CRM programme. When planning our email campaigns, we keep Kickdynamic front of mind to enhance our programmes. Our future plans include displaying live related products such as accessories, broadband and much more that are relevant to a customer's previous purchase."

Neemisha Kanani, Marketing Brand Manager.

RESULTS

This automated approach has significantly streamlined their internal workload and showing the right products, to the right person, at the right time, has led to a 44% increase in email sales. In addition to the increase in sales, customer experience has improved with prices in the email updating live on open meaning that email content mirrors the website at all times. Since rolling out this programme, the website has had a 4% increase in unique visitors.



**21%
INCREASE
IN MOBILE
ENGAGEMENT**

A LITTLE BIT EXTRA

As well as personalized products and live pricing, Mobiles.co.uk feature personalized images for an additional personal touch. They feature a countdown timer counting down to a customer's upgrade date to drive urgency and also display their latest blogs and handset news personalized to the device purchased. This, combined with personalized products, has resulted in a 21% increase in mobile engagement.



Like what you see?

Get in touch for a demo of the Kickdynamic platform to discover how we can dramatically save you time and increase your customer engagement.