



www.lush.co.uk



objectives

- gain a better understanding of email marketing results
- deliver targeted email marketing
- reduce administrative overheads
- boost online sales and customer retention
- raise awareness of new campaigns and build the interactive brand
- specifically raise sales within particular product categories
- gain a greater understanding of strengths and weaknesses of a new website

results

- 95% deliverability on first send using our infrastructure
- 21% unique open rate on email send
- 10% unique click through rates on more than 50,000 recipients
- 0.1% unsubscribe rate due to brand and value add from email content
- large email list cleansed and segmented by interest
- significant increase in website traffic and sales for targeted campaigns and products
- 24/7 real time visibility of email campaign results
- contribution to offline footfall

Lush

Lush was set up in 1988 and surprised the bathing public by inventing products such as bath bombs and shampoo bars and built a highly successful catalogue mail order company.

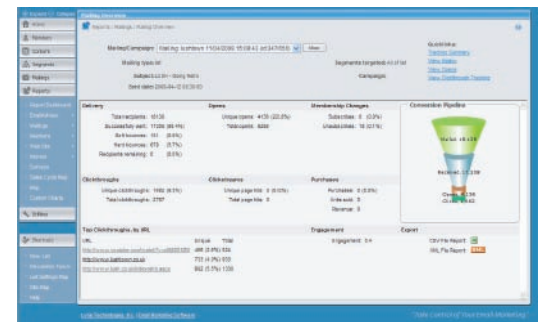
Lush now has more than 500 stores worldwide, but still sells fresh handmade product sourced as directly as possible, and made under the watchful eye of Lush 'inventors' in Lush's own factories.



raise awareness of new campaigns and build interactive brand

Appius' engagement started with the use of our specialist eMarketing team and email marketing infrastructure. This provided Lush with vital insights into the open rates and click-throughs from specific newsletter campaigns. Appius' email marketing solution now automatically handles the administrative overhead of handling the email send, administration of unsubscribes in line with Data Protection. Appius have also segmented the audience based on interest shown in particular campaigns and content.

Significant increase in website traffic & awareness for targeted campaigns & products



"Appius' strategic focus, flexibility and focus on results were the reasons that we chose them from a list of companies that we reviewed. We now have a much greater understanding of how to optimise our email marketing strategy and add value for our customers."

Jack Constantine, Lush eMarketing Manager

