



Personalised Email Success with N Brown



**N BROWN
GROUP PLC**

Where Fashion Fits!

The Client



Where Fashion Fits!

N Brown

Ralph Tucker

Chief Product and Supply Officer

The Challenge

N Brown's vision is to be the universally loved experts in fashion that fits, helping customers look and feel amazing through their trusted family of fashion brands, one of which is JD Williams.

They are focused on delivering a great customer experience through understanding market data and customer needs, powered by technology to target emerging trends with greater efficiency.

"Customers shop how and when they want, and it is our job to exceed their expectations. Whatever you want, wherever you are, whenever you want it, our aim is to make shopping easy and relevant to our customers on a truly one-to-one basis."

Ralph Tucker, N Brown.

How Dressipi helped

Dressipi has helped JD Williams deliver a truly personalised service to its customers. The Style Adviser service gives each customer their own personalised shopping journey by showing personalised product, outfit and size recommendations in real time across every channel. Customers can easily find the best items for them based on their personal preferences and shopping intent.

With the depth of data acquired on the customer and JD Williams garments, Dressipi has helped the brand with its marketing communications, sending out personalised email content on a weekly basis. The emails are based on relevant themes, with the content changing on a per customer basis depending on their profile.

"One of the most successful parts of our partnership with Dressipi is the weekly Style Adviser emails. They consistently outperform our own BAU emails, confirming that one size fits all email campaigns simply won't cut it in a world where the customer is more demanding than ever." Ralph Tucker, N Brown.

Ease of implementation

Dressipi provides a high level of support to all its clients, ensuring they get to see the benefits of the solution on an ongoing basis.

"Dressipi ended up delivering a completely bespoke email solution to ensure every customer could receive personalised emails on a weekly basis. This was done with minimal fuss, full integration support and no hidden costs." Andrew G Smith, ECRM Development Manager.

Results

The personalised Style Adviser emails have outperformed JD Williams' standard weekly emails by 3x (in terms of revenue per email sent).

"We're delighted with the partnership, and look to work with them on an ongoing basis to expand our personalised offering to customers." Ralph Tucker, N Brown.

Dressipi has seen great success with its retail partners, reducing returns by 5% (percentage points), increasing incremental revenue by a minimum of 5% as well as increasing AOV and frequency of purchase.

About N Brown

N Brown is a leading digital fashion retailer, with 140 years of experience. We offer our customers an extensive range of products, principally clothing, footwear and homewares. We are size inclusive, and meet the needs of two significant but under-served customer groups – size 20-plus and age 50-plus.

Traditionally a mail-order catalogue business, we now see over 60% of demand coming from online and are changing our approach accordingly. In order to drive both sales and brand awareness, we also operate a small store estate in the UK, focused on key shopping areas.



About Dressipi

Dressipi is the global leader in fashion-specific personalisation, helping drive significant new revenues for its retail partners (5-8% increase in net incremental revenue per visitor), decrease returns (by 5% percentage points) and increase AOV and frequency of purchase.

Dressipi helps apparel retailers give each customer their own tailored shopping experience both online and instore, enabling retailers to match customers with products and experiences to influence buying behaviour at scale.

Working with some of the biggest names in British retail, over 4 million women use Dressipi's personalisation solutions to make better shopping and dressing decisions.

Contact Dressipi

To learn more about how Dressipi can help you deliver one-to-one personalisation solutions, get in touch today.

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