



Personalised Email Success with N Brown



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 become truly predictive and give their customers the best possible shopping experience. Dressipi's Fashion Prediction Platform delivers personalised shopping journeys for each customer, predicting which products, outfits and sizes the customer would like to see in real time across every channel. This allows customers to 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 be more data-driven 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 delivered from Dressipi's Fashion Prediction Platform have outperformed JD Williams' own BAU 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 many retail partners, reducing returns by 15%, increasing net incremental revenue per visitor by a minimum of 8%, and increasing conversion and frequency of purchase by up to 30%.

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 world's only Fashion Prediction Platform, enabling retailers to predict what their customers will buy and not return, optimising profitability and giving customers the best possible experience. Our data-driven approach helps drive significant new revenues for retailers (a minimum of 8% increase in net incremental revenue per visitor), decrease returns (by 15%) and increase conversion and frequency of purchase (by up to 30%).

Leading retailers use Dressipi's Fashion Prediction Platform for its best in class recommendations and prediction scores, enabling radically improved customer experiences and more informed decisions on demand to supply matching, merchandising and acquisition. Our unique database of over 5 million connectable fashion customers combined with fashion specific AI, expert knowledge and proprietary structured product data means retailers can be more profitable, more customer centric and more efficient.

#bepredictive

Contact Dressipi

To learn more about how Dressipi's data-driven approach accelerates leading retailers to be truly predictive, get in touch today.

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