

NOTONTHEHIGHSTREET'S
EMAIL TURNAROUND



The home of thoughtful gifts

THE HOME OF THOUGHTFUL GIFTS

We are the leading curated marketplace connecting 5,000 of the UK and Ireland's best small creative businesses with the World

We offer a curated product selection with unique designs, high quality craftsmanship and inspiring stories about the people who make them

We call them our Partners

We were founded in 2006 by Sophie Cornish MBE and Holly Tucker MBE

We offer an alternative to the High Street



WHERE WE WERE BACK IN 2017 / EARLY 2018...



OUR
MEMORIES

- SENSITIVE INTENTIONS ARE:
- GO RUNNING
- DO SOMETHING NEW
- BE BRAVER AT WORK

AND HOW WE TURNED IT AROUND...

220

THINGS
DON'T GET
BETTER
BY THEMSELVES

KEY AREAS OF FOCUS



**Diagnosing underlying
problems**



**Using customer behaviour
to shape our broadcast
strategy**



**Personalising emails at
scale**



**Expanding our range of
triggered lifecycle
campaigns**



DIAGNOSING UNDERLYING PROBLEMS

Internal investigation

External audit by Holistic Email Marketing

Inbox monitoring tool



BROADCAST STRATEGY DRIVE N BY CUSTOMER BEHAVIOUR

Frequency

Volume

Segmentation

Content



BEHIND OUR BEST PICKS THIS MONTH

NOT ON THE HIGH STREET

FATHER'S DAY FOR HER FOR HIM FOR KIDS PERSONALISED

OUR FINEST collections for June

With Father's Day approaching, we've got some original gift ideas for you. And as the weather heats up (and continues to), we hope you find lots of unique products you can enjoy outside.

[GET INSPIRED ▶](#)



Daddy's favourites

Spot Dad his Father's Day with our original selection of gifts from the little ones. Like this spinning photo and memory keepsake - it's time to make him smile.

Father's Day Spinning Photo And Memory Keepsake
by No Ordinary Gift

[FOR DAD, FROM THE KIDS ▶](#)



Let's go outside

Take alfresco dining to the next level this summer with our unique products for outdoor living. Three cheers to that!

Floral Wing Glass And Caster Set
by Emma Britton Decorative Glass Designer

[OUTDOOR LIVING ▶](#)



Suffragette Women Worldwide

When you buy from this exclusive collection 10% of your sale goes towards helping women all over the world. Let's make a difference and support the Prince's Trust.

Large Painted Powerful Word Sign
by modo creative

[SEE THE COLLECTION ▶](#)



GIVE HAPPY SHOP SMALL

Every time you shop from small creative businesses, you add a bit of happy to the world.

Give happy
GIVE HAPPY SHOP SMALL

ONLY A LIMITED FEW AVAILABLE ▶



GIVE HAPPY SHOP SMALL

Every time you shop from small creative businesses, you add a bit of happy to the world.

Give happy
GIVE HAPPY SHOP SMALL

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CAN WE GET INTO OUR FILM YET?

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FATHER'S DAY FOR HER FOR HIM FOR KIDS PERSONALISED



MEET Lola + Blake

This gender-neutral collection created by Lola + Blake was designed to be folded down and stand the test of time. Hand illustrated with bright and happy prints, night time now comes with a little sunshine.

Children's Dinosaur Quilt
by LOLA + BLAKE

[SHOP THE COLLECTION ▶](#)



THIS WEEK'S Plan gift

We love this retro-inspired photo viewer print, complete with up to 14 precious photos printed on to transparent acetate – just like the real thing.

Personalised Photo Memories Print
by The Portland Co

[OUR TOP NEW PICKS ▶](#)



GIVE FOR NEW DADS ▶



DADDY AND ME ▶



DADS-TO-BE ▶



Shop BY CATEGORY

FATHER'S DAY **WHAT'S NEW** **FOR HER**
FOR HIM **WEDDINGS** **BIRTHDAY**
ANNIVERSARY **HOME** **JEWELLERY**

DON'T WANT TO SEE FATHER'S DAY EMAILS?

[GET OUT WITH A CLICK ▶](#)



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EXCLUSIVELY FOR FATHER'S DAY

NOT ON THE HIGH STREET

FATHER'S DAY FOR HER FOR HIM FOR KIDS PERSONALISED



"BECAUSE OF DAD,
memories never grow old

Whether it's mastering the puddle splash, learning the ABC or riding a bike (no stabilisers), this Father's Day let's celebrate the memories, skills and milestones that our little figures pass down.

Personalised Leather Card Holder With Photo
by Create Gift Love

[SHOP FATHER'S DAY ▶](#)



GIFTS FOR NEW DADS ▶



GIFTS FOR GRANDDADES ▶





DADDY AND ME ▶



DADS-TO-BE ▶



Shop BY CATEGORY

FATHER'S DAY **WHAT'S NEW** **FOR HER**
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OUR FINEST collections for June

With Father's Day approaching, we've got some original gift ideas for you. And as we weather the storm and continue to, we hope! Find lots of unique products you can enjoy outside.

[GET INSPIRED »](#)

Daddy's favourites

Spot Dad this Father's Day with our original selection of gifts from the little ones. Like his springy photo and memory keepsake - it's sure to make him smile.

Father's Day Springy Photo and Memory Keepsake
by meminio

[FOR DAD, FROM THE KIDS »](#)

Let's go outside

Take off to the great outdoors with these unique products for outdoor living. Here's to many more adventures!

Mond Wine Glass And Goblet Set
by Emma Britton Decorative Glass Designer

[OUTDOOR LIVING »](#)

REBEL

Supporting women worldwide. When you buy from the exclusive collection, 10% of your sale goes towards supporting women all over the world. Let's make a difference and support the girls, it's time.

Large Painted Powerful Word Sign
by mod creative

[SEE THE COLLECTION »](#)

Recommended for you

Oranges And Lemons Baby Swaddle Muslin
by Mod Creative

Large Luxury Lobster Muslin For Both Mum And Baby
by marmarables

Jacob Rees Mogg Father's Day Y Fronts Or Gym Knickers
by twinklteevee

Live happy Every time you shop from small brands, you add a bit of happy to the world.

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Recommended for you

Based on items you've viewed before...



Personalised Lifetime Memory Suitcase Keepsake Box
by meminio



Personalised Baby Age Botanical Blanket Set
by sparksanddaughters



Personalised Music Box
by modcreative



Personalised Moon Light
by lisaangeljewellery

Recommended for you



Oranges And Lemons Baby Swaddle Muslin
by Mod Creative



Large Luxury Lobster Muslin For Both Mum And Baby
by marmarables



Jacob Rees Mogg Father's Day Y Fronts Or Gym Knickers
by twinklteevee

PERSONALISING EMAILS AT SCALE

We use algorithms as much as possible, in order to...

>> Save time

>> Reduce unconscious human bias

>> Analyse what we're not capable of at scale

Using personalised send time to send broadcast emails

+22% open rate

Featuring personalised product recommendations

+17% conversion rate



EXPANDING OUR RANGE OF TRIGGERED CAMPAIGNS

- Prospect to customer
- Single to multi purchase customer
- Abandon
- Thank you for shopping
- Happy birthday!
- Key customer milestones
- Customer interest programmes
- Seasonal programmes
- Churn prevention
- Collaboration is key*



Cart Recovery Programme

Images not showing? [Click here](#)

NOT ON
THE HIGH
STREET

GIFTS WHAT'S NEW WE LOVE BABY & CHILD JEWELLERY HOME BIRTHDAY

THAT'S ONE
GOOD-LOOKING BASKET

you've left behind...

[BE REUNITED »](#)

Item price qty total

Monthly Stationery Subscription £13.90 1 £13.90



Cuba And Rose Hairmats Dark Forest Scented Candles £34.95 1 £34.95



Shining Silver Moon And Star Earrings £18.00 1 £18.00



Crystal Bye Pendant Necklace In Gold £14.00 1 £14.00



ANYTHING ELSE

We can do?



GET IN TOUCH
Call our customer service team on 0203 318 8115 or contact us [here](#)

AND SPEED THROUGH CHECKOUT WITH PAYPAL

FAST. EASY. SECURE.

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notonthehighstreet



Post Purchase Email

Images not showing? [Click here](#)

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THE HIGH
STREET

BIRTHDAY FOR HER FOR HIM FOR KIDS PERSONALISED

THIS GUY THINKS
you're wonderful...



...And we agree. For supporting the UK's best small creative businesses – we salute you. You are everything that's good and right in the world. (That's it. We just wanted to tell you that!)



GET TO KNOW
your postie

Thousands of our heartfelt gifts also come with free mainland UK delivery – you'll be on first-name terms with the postie in no time.

[FREE DELIVERY »](#)

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Customer Interest Programme

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BIRTHDAY FOR HER FOR HIM FOR KIDS

LITTLE
wedding now



From unique invites and save the dates to heart-magnetic every part of your big day wedding.

Luxury Wedding Save The Date Magnet by Clouds and Currents

[SHOP WEDDING STATIONERY](#)



[HEDDING ADMIN »](#)

[SAVE THE DATES »](#)



[FREE DELIVERY TO UK MAINLAND](#)



[FREE DELIVERY TO UK MAINLAND](#)

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Four themes to tempt you... [GOLDIES](#)

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Dream wedding
WE MEET AT LAST



Been searching for the perfect styling for your big day...

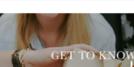
Gold Silk Chiffon Satin Ribbon by Pompon Blossom

[SHOP SHORELINE WEDDING TREND](#)



[HEDDING ADMIN »](#)

[SAVE THE DATES »](#)



[FREE DELIVERY TO UK MAINLAND](#)

Dreamy dresses await... [GOLDIES](#)

Images not showing? [Click here](#)

NOT ON
THE HIGH
STREET

LET'S FIND YOU
'the one'



(Or two, or three, or four...) However many bridesmaid dresses you need, we've made it our number one priority to help you fall in love again.

[SHOP BRIDESMAID DRESSES](#)



[FREE DELIVERY TO UK MAINLAND](#)



[FREE DELIVERY TO UK MAINLAND](#)

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Happy Birthday Email

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STREET

Make a wish!
HERE'S 10% OFF, JUST FOR YOU



To celebrate your birthday season (who says it can only be one day?) we thought we'd treat you to 10% off your next shop...

Just use code:
ABC-123
at checkout

[HAPPY BIRTHDAY TO ME! »](#)

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Add us to your address book or soft opt-in list and you'll never miss our gift inspiration or dog pictures!

For terms & conditions, click here

Notonthehighstreet Enterprises Limited
NOTHS House, 65 Kew Road,
Richmond, TW9 2NG

RESULTS

Triggered vs broadcast emails:

+ 51 %

Open rate

+ 148 %

Click rate

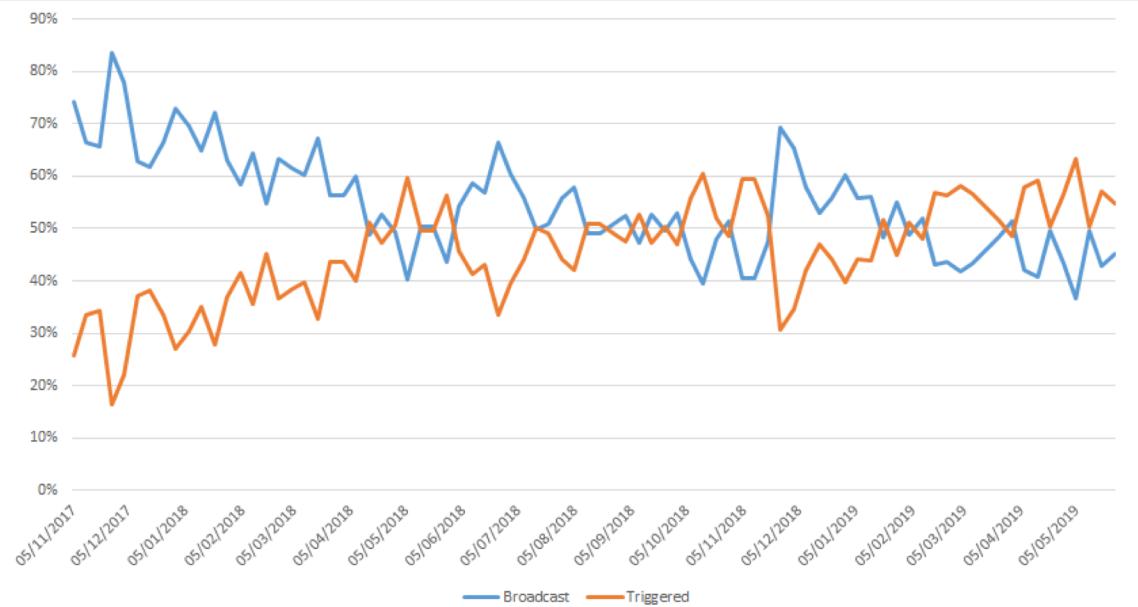
+ 163 %

Conversion rate

+ 5 %

Average checkout
value

Proportion of total email TTV from broadcast and triggered campaigns:



RE-CAP: KEY AREAS OF FOCUS



Diagnosing underlying problems



Using customer behaviour to shape our broadcast strategy



Personalising emails at scale



Expanding our range of triggered lifecycle campaigns

THANK YOU



The home of thoughtful gifts