Reimagining Customer Engagement in E-Commerce

ShopStyle earns high-value sales through targeted calendar reminders

Challenge

- Facing declining performance with their email campaigns, ShopStyle needed an innovative approach to engage their users.

- ShopStyle wanted a more effective channel to communicate with their customers, and keep bringing them back for repeat purchases.

- With their largest sale of the season approaching, ShopStyle required a solution that drove traffic to their site at a specific time.

About ShopStyle

ShopStyle is a social shopping website offering accessories, clothing, swimwear, bags, shoes and beauty products. Today, ShopStyle has 18 million monthly visitors from over 175 countries and drives over $1 billion in revenue per year to its retail partners. They have teamed up with some of fashion's largest names, such as Nordstrom, Neiman Marcus, Topshop and more.

Solution

- ShopStyle utilized Eventable's dynamic "Add to Calendar" button on social media platforms and in emails to promote their annual sale.

- With Eventable's personalized calendar reminders, ShopStyle was able to drive customers back to their site the day of their biggest sale.

- Eventable's Smart Events™ technology allowed ShopStyle to track individual user interaction in order to enhance profiles in their CRM.

- Using Eventable's advanced analytics, ShopStyle measured every aspect of the promotion, such as link clicks, impressions, social activity, audience geography and more!
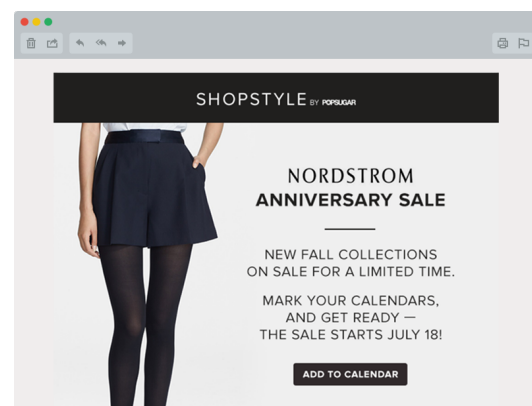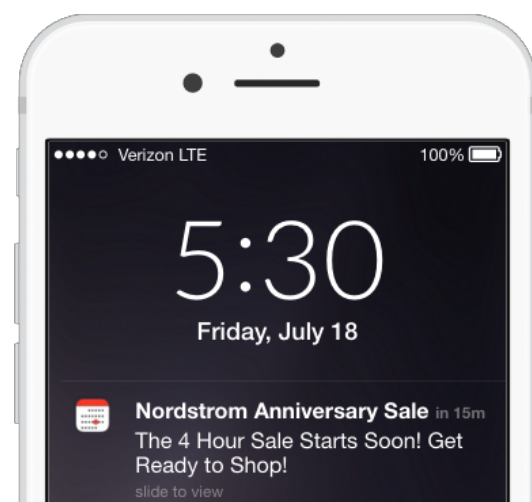
Results

45.9%
added event reminder to calendar

53.6%
click-through-rate of link inside calendar event

44.3X
return on investment (ROI)

About Eventable

Eventable enables today's most innovative brands and marketers to communicate with their customers through native calendar platforms. As the leading provider of calendar-based marketing solutions, Eventable has helped over 10,000 businesses drive engagement and customer retention.

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