



Sephora drives sales with Acxiom® Digital Impact

Transactional marketing helps online retailer create stunning customer relationships and build solid ROI

Acxiom client

With more than 12,000 options for fragrance, cosmetics, skincare, hair care and bath products, Sephora.com offers the largest and most diverse selection of beauty products on the Internet. As the online counterpart to the more than 200 retail stores in the U.S. and Canada, Sephora.com is North America's largest store in terms of sales and selection of products and brands. Of the millions of shoppers who purchase products online from Sephora.com, many of them are returning customers or loyal members of the retailer's Beauty Insider program.

The challenge

After making purchases online, shoppers of Sephora.com receive a transactional message, which includes a welcome email and shipping information. Instead of sending plain text emails, Sephora wanted to use transactional messages that would strengthen client relationships, increase customer loyalty, and promote their brand.

The solution

Sephora partnered with Acxiom, using Digital Impact and its transactional email technology to incorporate branding and graphics into HTML emails to its customers. This extends the Sephora.com brand throughout the entire customer relationship cycle — from the first click on a new skincare product, for example, to the final email alerting customers of the order's shipment. A simple transactional email is transformed into a promotion that drives revenue and deepens customer relationships, increasing customer loyalty.

Up-selling and cross-selling opportunities are also available through Acxiom's transactional emails, allowing Sephora.com to tailor email offers based on an individual customer's purchases and transaction history with the retailer. Additionally, messages are customized using dynamic templates within the HTML emails that are personalized based on user-specified attributes.

Transactional emails also enable Sephora.com to implement innovative email notification programs such as in-stock notifications that alert customers about the availability of popular products that often sell out quickly. Customers may also sign up for Sephora.com's Replenishment Reminder program, which allows them to receive regular refill reminders via email for products that they purchase and use often.

The results

Since partnering with Acxiom, Sephora has seen an increase in its ROI as a direct result of the dynamic transactional emails.

"Acxiom helps enhance our marketing programs by marrying knowledge about our client shopping behavior with their innovative technology platform and unrivaled expertise for targeted digital marketing programs. This ultimately helps make digital communications more relevant and personalized for our clients, which in turn helps build client loyalty, reinforce our brand image and drive sales."

— Tiffany Lei, Marketing Director, Sephora

Customer

Sephora

Challenge

Promote brand and deepen customer relationships via transactional emails

Solution

Acxiom's Digital Impact and its transactional email technology

Results

- Transactional messages increased sales
- Customer loyalty increased

About Sephora.com

Sephora was founded in France in 1969 and acquired by Paris-based LVMH Moët Hennessy Louis Vuitton, the world's leading luxury products group, in 1997. Since its launch, Sephora has revolutionized the global beauty industry with its unique retail concept rooted in a powerful combination of unparalleled brand and product assortment, distinctive store design and the beauty expertise of its sales consultants. Sephora North America operates more than 220 stores in the United States and Canada, and the world's top beauty website, Sephora.com. Sephora Europe has more than 500 stores within 14 countries and has established 30 locations in China. Thanks to partnerships with HSN, a global multichannel retailing giant, and JCPenney, one of America's largest department stores, Sephora is accessible to more clients than ever before.

Want to know more?

To find out how Acxiom can help your business, visit acxiom.com or call us at 888.3acxiom.

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