

LuxDeco uses Ometria to build lasting relationships throughout the customer lifecycle

Luxury furniture retailer leverages customer insight and marketing automation to send personalised messages at the perfect moment.

107%

INCREASE IN LAPSED CUSTOMERS 'WON BACK'

£14

PER CART ABANDONMENT EMAIL SENT

11%

UPLIFT IN AOV



“Ometria has enabled us to seamlessly understand the user, and customer signals to build an effective, efficient and successful marketing program. It’s allowed us to place the customer at the heart of our decision making.”

- **Andy Boddy**, Head of Digital at LuxDeco

THE CHALLENGE

It was through helping out at his grandparents' successful fruit store that founder Jonathan Holmes learned the importance of building lasting customer relationships.

Taking this staple of face-to-face business and applying it to ecommerce, however, was more challenging: with many online brand touchpoints, how could LuxDeco ensure that each customer was met with a bespoke, personalised experience?

The brand needed a solution that would:

- Create a single customer view that underpinned its marketing with accurate, comprehensive data.
- Send relevant messages at the right point in each customer's journey.

THE SOLUTION

Using the Ometria platform and insight from the customer success team, LuxDeco was able to:

- Identify key relationship-building moments in the customer journey.
- Automatically identify the customers that fell into each lifecycle stage.
- Identify the brand's most loyal 'VIP' customers.

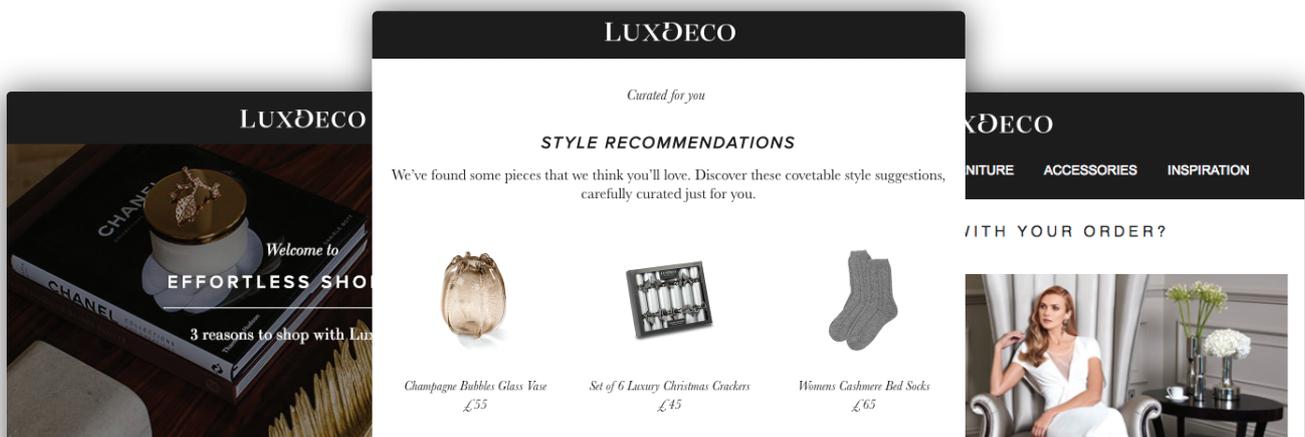
Ometria's automated campaign builder, enabled the brand to:

- Create and send automated emails at key points in the customer lifecycle, including a multi-stage welcome series, a first-purchase activation campaign and personalised abandonment emails.
- Segment campaigns according to criteria like the recipient's lifetime value.
- Include personalised product recommendations in emails.

THE RESULT

Since it started working with Ometria, LuxDeco has experienced:

- an 107% increase in at-risk and lapsed customers won back
- £14.30 per cart abandonment email sent
- 11% uplift in AOV from Ometria-sent emails, compared with non-Ometria emails



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