

Overview

Talkable partnered with a global luxury apparel brand to launch a “Friends and Family” campaign in record time. The campaign boosted AOV and generated thousands of new customers.

Results

32%
higher AOV

4,000
campaign
shares

1,500
referral offer
redemptions

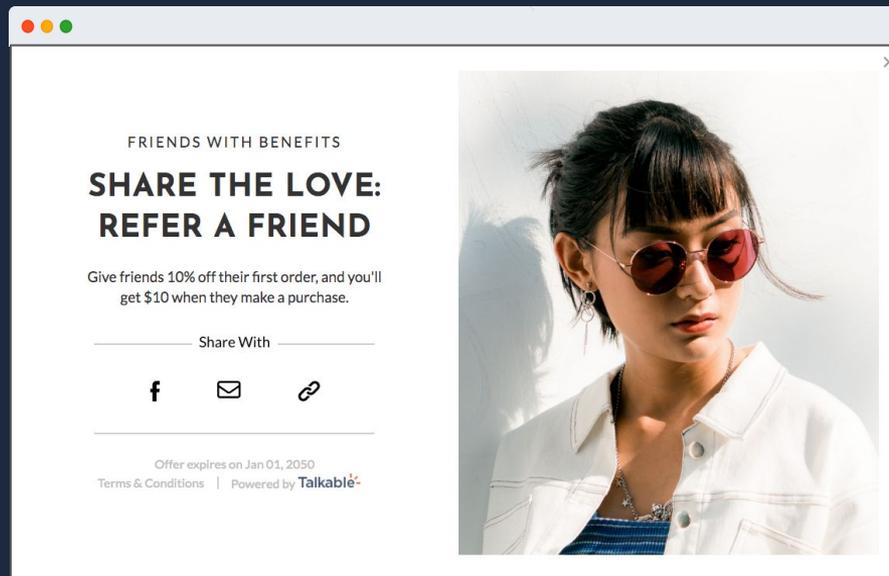


Campaign Overview

Talkable initially worked with the brand's sister company to create, deploy, and optimize their referral marketing campaign. When the team learned about Talkable's capabilities they partnered together to **create a microsite in record time (3.5 weeks)** to launch a new, highly segmented, referral marketing campaign. Due to internal restraints, the brand's team partnered with Talkable to design emails for their "Friend's and Family" campaign.

There were several restraints during the campaign launch:

- A high volume of scheduled emails to promote an upcoming Labor Day sale forced the team to adjust the timing of the launch.
- Onsite real estate was already reserved for another campaign, so the team was unable to promote the campaign on the homepage.

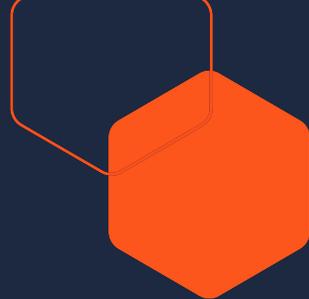


Campaign Promotion



1. The initial campaign promotion included specific targeting and segmentation of “friends” via email and in their onsite experience.
2. There was then a second layer of segmentation added to the targeting, followed by multiple suppression lists to hyper-focus on the right audience for the campaign. The brand also encouraged employees to share the promotion digitally with friends and family using the link, and an added a push notification.
3. The final layer of promotion for the campaign was on Facebook and Instagram, indicating to customers that they had to pull their unique code from their email to get the discount. They also pulsed the promotion in their Instagram stories for the first time.

The Referral campaign drove over 4k shares, over 1.5k referral offer redemptions, and generated new email opt-ins. AOV increased within this Friends and Family campaign by 32%, compared to brand’s general average.



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