

# Kane's Furniture STyleMail

Kane's expanded their partnership with Shoptelligence to add STyleMail, yielding a 4X lift in revenue-per-subscriber.

## Challenge

As a leading furniture retailer, Kane's Furniture was looking for innovative ways to improve its customer engagement and retention. In order to move beyond the traditional email marketing campaigns that blasted consumers with generic product recommendations, they needed to offer individualized shopping experiences that would resonate with their diverse customer base. A unique strategy was required that could review customers' past purchases, browsing behavior, style, and budget, and skillfully turn these insights into actionable, tailored recommendations sent directly to the customer's email.



With 18 stores and counting, Kane's has been a leader across Florida for 70 years, landing them in the Top 50 furniture retailers in the US. With their relentless focus on providing the best customer service, top notch quality products and a broad well priced assortment, Kane's offers shoppers confidence in creating their dream home.

## STyleMail



Creates individual STyle Profiles for every shopper on Kane's site and learns preferences at attribute level



Associate a shopper's identity with their STyle Profile as visitors interact onsite and in-store via proprietary algorithms

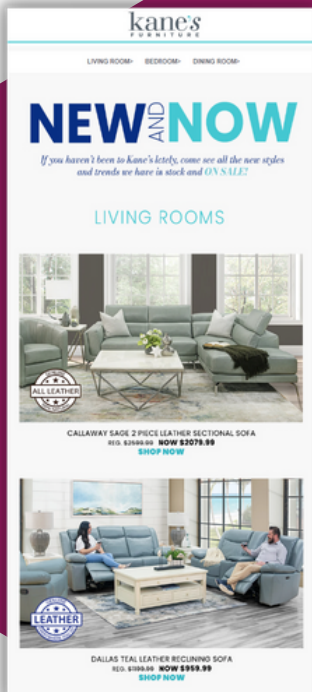


Enable personalized merchandising and messaging, relevant to a shopper's current phase of the shopping journey

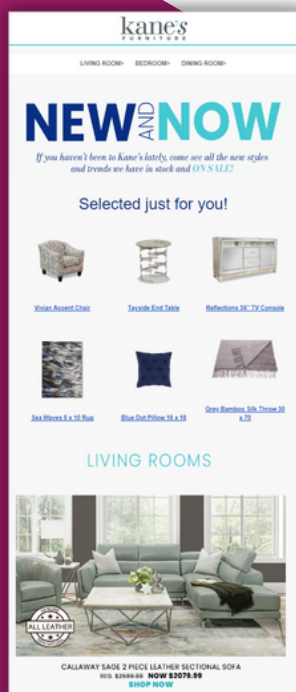


Allow the customer to unconsciously drive the communication process as their actions trigger automated content to their inbox

Standard Kane's Email



Kane's Email w/ STyleMail



# Kane's Furniture STyleMail

## Solution

Shoptelligence proposed a partnership expansion by adding STyleMail, a highly specialized, AI-powered, solution that goes beyond mere email personalization to truly understand customers and their unique shopping history, preferences, budget, and style. This tool doesn't just incorporate specific preferences within marketing messages, but actively analyzes a customer's previous purchases, time elapsed since those purchases, what they'll look at next, and more, to suggest cross-category items that are most relevant to them.

Unlike generic email solutions, STyleMail can suggest coordinating items and predict the next room that a customer is likely to be in the market for, offering furniture-specific merchandising. Each email is crafted to differ based on the specific recipient, turning Kane's standard weekly communications into a personalized shopping guide filled with relevant recommendations.

## Results

To gauge STyleMail's effectiveness, the customer base was divided into two distinct groups. The control group continued to receive Kane's standard weekly email marketing, whereas a test group enjoyed the same weekly communications enriched with STyleMail's intelligent insights.

By transforming emails from mere advertisements into tailored shopping experiences, Kane's was able to connect with their customers on a new level, guiding them toward fulfilling their unique shopping objectives through communications they eagerly anticipated and appreciated.

The results were nothing short of impressive. A stunning 28% increase in click-through rate (CTR) was observed among customers who received a STyleMail email. For those customers, there was a remarkable 3X increase in response rate compared to the control group, reflecting the impact of personalized communication on customer engagement.

These two metrics synergistically led to a notable 4X increase in revenue-per-subscriber from customers who received STyleMail emails, proving the effectiveness of personalized product recommendations in boosting sales.

The results confirmed the significant benefits of implementing STyleMail in Kane's email marketing strategy: enhanced customer engagement, increased response rate, and significant growth in revenue-per-subscriber. It affirmed STyleMail's unique approach, combining customer preference understanding, intelligence recommendations, and personalized communication as a potent mix for boosting customer engagement and maximizing retailer revenue.

28%

Increase in CTR

3X

Lift in Response Rate

4X

Boost in  
Revenue-per-Subscriber

## Future

Looking forward, Shoptelligence seeks to be more than a solution provider; we are strategic partners in retailers' journeys to redefine retail and create unprecedented shopping experiences. We're excited about what the future holds and anticipate our collaboration will continue to drive innovation and growth.

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