

hitting the mark

GLOBAL ECOMMERCE BENCHMARK REPORT 2020

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Executive summary

As we prepared for this year's Hitting the Mark report, we were excited to discover how the industry had fared since the introduction of the GDPR and the impact it had on brands' strategies.

For the retail and ecommerce sectors, the GDPR has had a more positive effect on email marketing than we could have imagined. With an increased ROI of £42.24 for every £1 spent on email, online shoppers are more aware of what they're signing up for, making them more likely to convert – but only when engaged effectively.

During our evaluation of 100 global brands, we decided to expand our research further than any other Hitting the Mark report before. To broaden the insight we could uncover, we looked at tactics beyond email to encompass the whole customer experience. We were impressed to see the steps brands were taking to improve customer experience. However, brands aren't committing wholeheartedly to this customer-centric strategy.

The ultimate customer experience – the one that delights shoppers and drives sales – is created when brands combine customer data with omnichannel journeys and user experiences. Thanks to the GDPR, the blurred lines around the use of data are gone. Brands have worked hard to gain customer confidence and acquire data, but they're not putting it to use. They're stumbling at the final hurdle.

Data drives relevancy which improves experience and keeps shoppers engaged. By failing to utilize consumers' willingness to provide phone numbers or desire for hyper-personalization, brands are missing out a large chunk of revenue potential in the market. Smart tactics like product recommendations and multi-channel communication haven't been adopted. And, as a result, customer loyalty remains fickle.

To guarantee this report provides genuine, actionable insight to marketers around the world, we've looked at global strategies. While we know certain regions prefer alternative tactics (APAC favors WhatsApp or WeChat and the USA prefers Facebook Messenger), channels such as SMS should not be overlooked. SMS guarantees delivery to over 150 countries around the world, without relying on apps or social media accounts. Considering the ease of which customers worldwide can discover a new brand, global channels are vital for brands wanting to expand their markets and increase revenue.





Gavin Laugenie

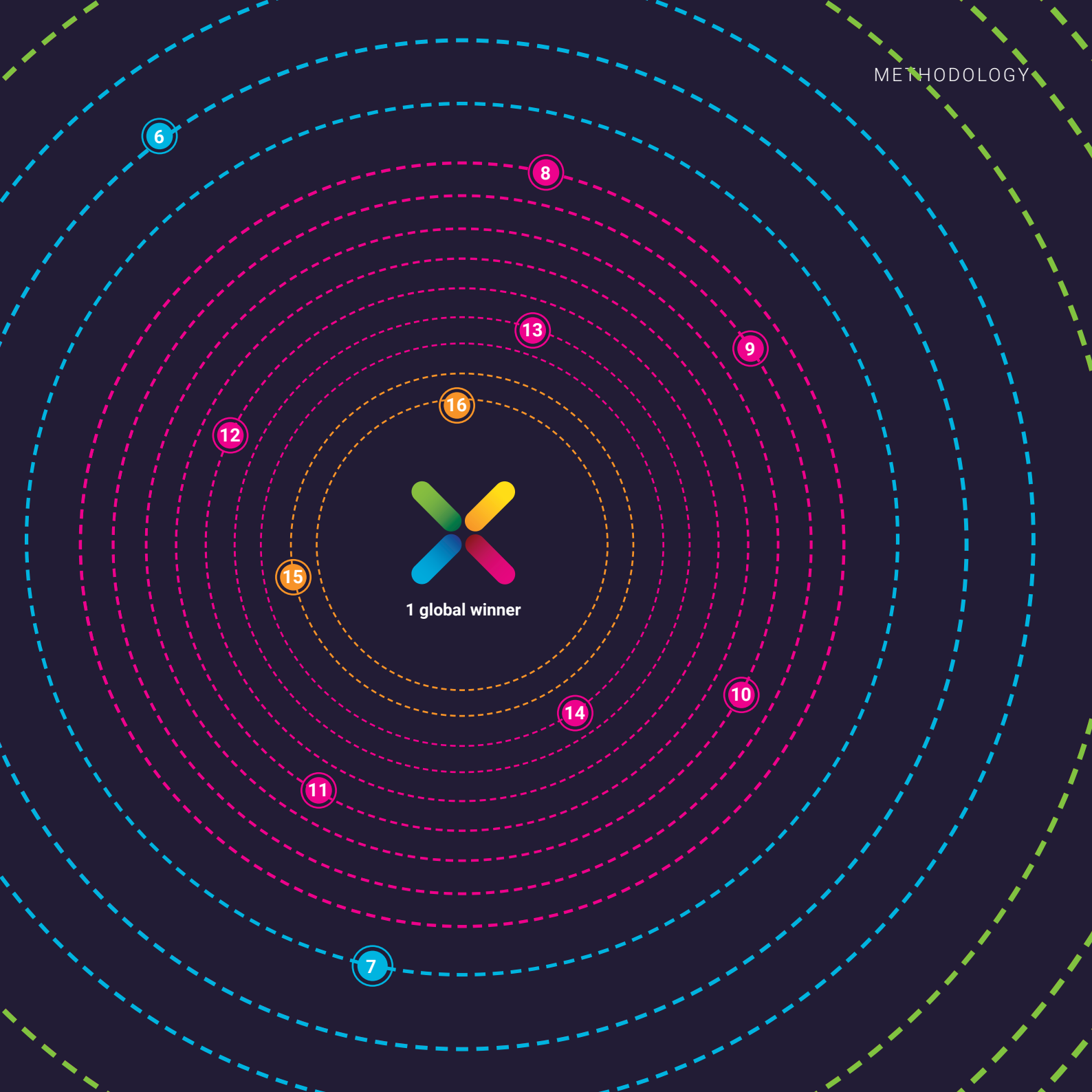
Head of Strategy and Insight

Methodology

dotdigital's annual benchmarking report looks at the tactics ecommerce brands should be adopting to overcome key marketing challenges. Spanning across **three continents** and **12 countries**, we scored **100 brands** against criteria ranging from email best practice to omnichannel adoption and user experience. Every brand was **randomly selected** and **objectively scored** depending on their adoption of these tactics.

KEY

-  **Stage A**
 - 1. Random brand selection
 - 2. Regional persona account set up
 - 3. Newsletter sign-up
 - 4. Preferences updated
-  **Stage B**
 - 5. Carts abandoned
 - 6. Retargeting ads researched
 - 7. Items purchased
-  **Stage C**
 - 8. Transactional emails collected
 - 9. Post-purchase assessed
 - 10. Newsletters unsubscribed
 - 11. Data collected
 - 12. Data evaluated
 - 13. Key findings identified
 - 14. Partner contributions
-  **Stage D**
 - 15. Report written
 - 16. Report designed



Five key findings

During our research, we uncovered a wealth of insightful information about which tactics brands are—and aren't—employing.

Our findings were both positive and negative. We discovered that there's been a great uptake of strategies to improve customer experience. At the same time, there has been little-to-no improvement in the number brands adopting an omnichannel approach.

As we take a closer look into our five key findings, we hope you're able to identify areas you're doing well and key tactics you can adopt and improve.



1/3 of brands have adopted live chat

The most significant shift we've seen among ecommerce brands has been the adoption of live chat.

71% of global brands have bots or dedicated customer service teams manning social media channels, on-hand to answer customer queries. While this widespread adoption is impressive, it wasn't always an obvious or well-promoted communication channel. Shoppers must leave the website or access social media on alternative devices to get the answers they need.

As a result, greater weight was given to the accessibility of live chat in our scoring criteria. When assessing a brand's website, we looked for clear and obvious calls to chat. It was to our great delight that 33% of brands had live chat featuring prominently across their sites. We were further impressed when 64% of these brands responded to our query within 60 seconds.

Until this year, chat functionality has not been a part of our Hitting the Mark scoring criteria. We decided to add it this year, as part of our shift in focus to include customer experience tactics. So, we were happy to discover brands are out there adopting this tactic.

This is a clear reflection of brands' dedication to improving customer experience. Modern shoppers increasingly demand immediacy and the convenience of omnichannel accessibility to the brands they love. By supplying them with multiple channels to have two-way conversations, brands are meeting these expectations. They're smoothing out any bumps in the road and easing the path to purchase. As a result, better conversion rates will lead to increased ROI.



71%
of brands are utilizing
Facebook Messenger
and Twitter DMs

33%
of brands now have live
chat on their websites



Brands embrace partnering with payment providers

Live chat is not the only way brands are improving customers' experiences. We found that 87% of brands are partnering with the likes of Klarna, PayPal, and AfterPay to ease customers' checkout experiences.

Alternative payment methods have simplified the customer's journey. They no longer need to remember numbers or scramble to fill in their card details before their cart expires. Shoppers are willing to spend more thanks to the control they now have over re-payment options. And, because customers are enjoying a better experience, brands' conversion rates are improving and sales and average order value are increasing.

Expert commentary from

Klarna.

When spending money, shoppers today have near-infinite choice and demand a frictionless buying experience from browsing to checkout. Consumers hold the power and the 'want it now' generation have high standards, so it's no surprise that alternative payment methods that let people pay later and over time have grown rapidly.

Retailers who are embracing the change are winning the battle for the shopper and differentiating from their less forward-thinking competitors. And shoppers love it. We're currently adding 50,000 new Klarna users per week in the UK, whilst we see over a million purchases per day globally. Hassle-free shopping is paramount, we want consumers to buy what they want, when they want it, on their terms.

Alternative payment options are an investment that is paying off for retailers. By empowering their customers with payment choice, they are securing their long-term preference, custom, and loyalty. Payment providers are proven to boost AOV, conversion, and repeat purchase for the biggest global brands in retail. Additionally, retailers who promote alternative payment options in their marketing activity often see a 10x increase in sales, showing what a powerful message payment choice can be in driving customer acquisition and lifetime value.

10x

**Brands that offer alternative payment option see an
10x increase in sales**

Preference centers were missing in 66% of emails

While brands' improvements to customer experience have been impressive, we found some still aren't doing enough to engage customers. In particular, we noticed that brands weren't making it easy for shoppers to tell them what they want.

Shoppers are willing to share personal data such as date of birth, phone numbers, and social media profiles in exchange for personalized experiences. But, this willingness to share isn't being utilized.

Of the 100 brands we researched, only 34% had preference centers accessible in email. While some brands offered preference control as part of the customer's account set-up, that control was not made clear to them in the marketing emails they received.

This is best practice for a simple reason: it makes shoppers aware that they're in control of their relationship with a brand. Empowering subscribers to choose the communications they receive, and the channels they receive them on, significantly improves their experience. As a result, unsubscription rates decrease and your communications will have a greater impact.

During our research, we found that 80% of brands weren't offering alternative communication channels. Whether it's SMS, WhatsApp, or direct mail, brands aren't using customers' preferred channels. Instead they continue to attempt to break through the noise in cluttered inboxes. Similarly, less than 30% of brands asked subscribers to pick products, departments, or activities they would be interested in hearing about.

Not having a comprehensive preference center means brands aren't gathering the essential data they need to deliver personalized marketing. By not asking which channels they would like to use, and what topics they'd like to hear about, brands are consistently failing to deliver the experience that customers demand.

Choice of channels



Choice of frequency



Choice of content



Brands averaged 18% in omnichannel adoption

Directly connected with the lack of channels offered in preference centers, brands still aren't doing enough to deliver a connected experience across different marketing channels. On average, brands scored a low 18% against our omnichannel criteria.

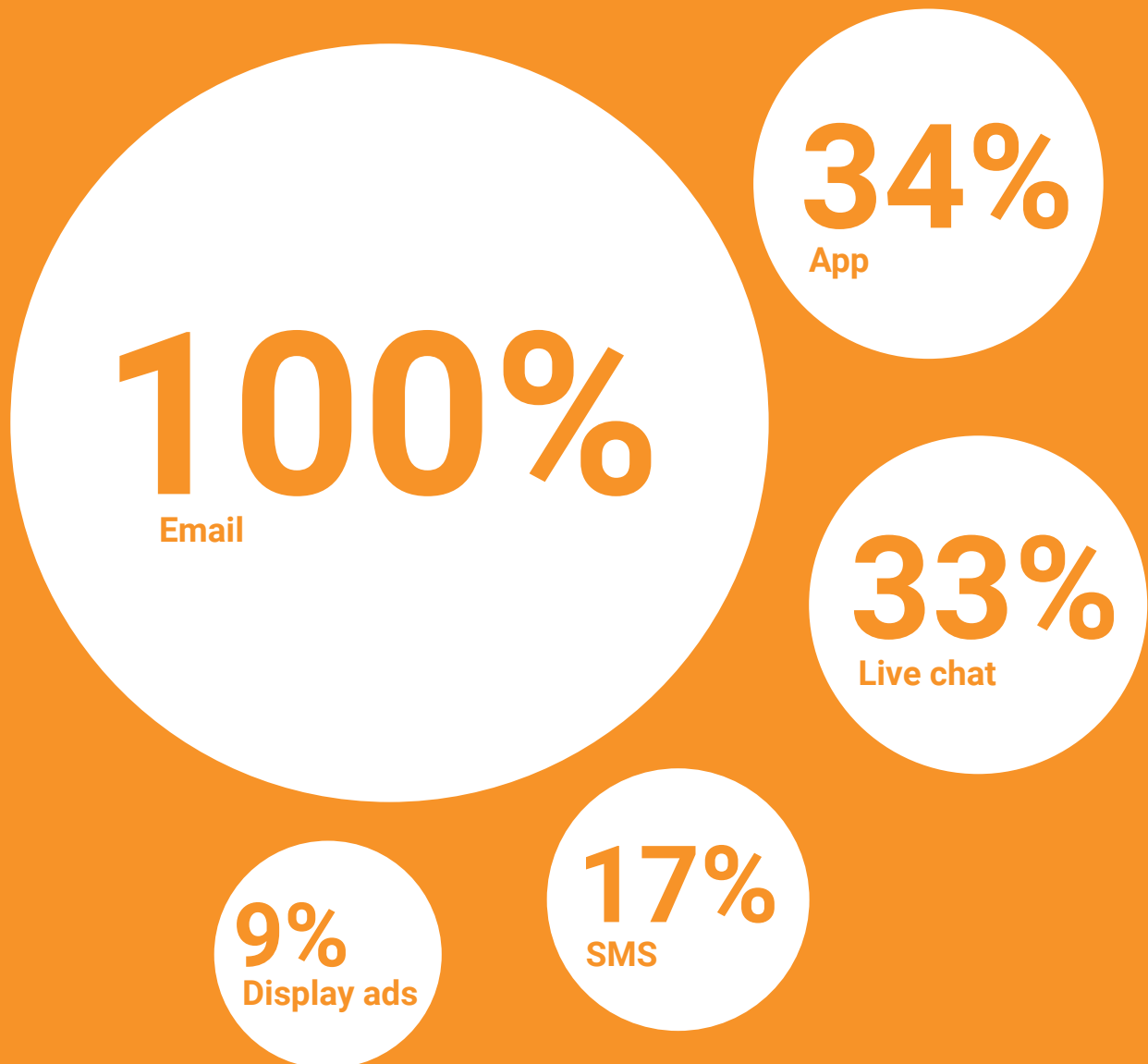
While there's been a significant rise in conversational channels like live chat, brands are still failing to adopt SMS or display ads. Brands are still over-reliant on email to reach customers. Inboxes aren't getting any less cluttered, so new channels are what's needed to make an impact.

Offering omnichannel experiences allows brands to make stronger connections with their audiences. A well-timed SMS or a personalized re-targeting ad can dramatically improve sales. Shoppers are more likely to engage and convert when brands introduce more channels into their marketing arsenal.

It wasn't a big surprise to find that the majority of brands adopting omnichannel strategies were relatively young. Targeting the millennial generation who demand brands be available on the channels they want, whenever they want younger brands are leading the charge. Gymshark and boohoo.com have experienced unprecedented growth because they're successfully meeting these demands.

That's not to say only young brands are providing exceptional omnichannel experiences. OFFICE and Norwegian each have a massive customer database from decades of experience. It's their collection and use of data which sets them apart. Armed with mobile numbers and past purchases, these brands are showing how data should be used to engage audiences.

Omnichannel adoption



Customer loyalty isn't being rewarded

Without a clear idea of what subscribers want out of the relationship, it's nearly impossible to deliver memorable experiences. As a result, shoppers have no reason to remain loyal.

Beyond not adopting personalization and omnichannel tactics, we found that the lack of loyalty could be attributed to two additional factors:

1. Shoppers weren't emotionally connected to the brand.
2. Brands weren't working hard enough to make shoppers feel valued.

66% of brands failed to send editorial content in their marketing. Editorials help demonstrate the value the brand can offer customers. Another important tactic to connect with customers is a loyalty program. But 80% of brands haven't adopted this strategy. As a result, brands are failing to maximize opportunities to convert one-time buyers into frequent purchasers.

Expert commentary from



With acquisition costs rising, cultivating customer loyalty is more important than ever. A Yotpo survey found that 68% of shoppers define loyalty as returning to purchase

from the same brand. Once they're loyal, 35% will spend more on your products even when there are cheaper options elsewhere, and 56% will refer your brand to friends.

But there's a catch: 39% of shoppers say it takes five or more purchases before they consider themselves loyal.

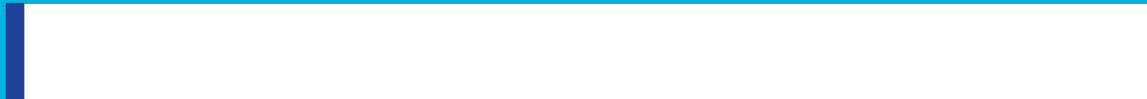
So how do you keep your customers coming back to push past the five-purchase threshold? By creating a loyalty program that is as thoughtful, delightful, and on-brand as the rest of your customer experience.

Tailor your program to build an emotional bond: offer points for interacting with your social accounts or writing reviews. 38% of shoppers want to earn credit by taking actions other than making a purchase. Similarly, when it comes to redemption options, go beyond discounts and free shipping to offer gifts, unique brand experiences, or early access to new products and sales.

66% of brands failed to send editorial-only marketing



80% of brands aren't adopting loyalty programs



Best-in-class

When reviewing our 100 brands, we were looking for the best use of customer engagement tactics. The following examples are the best of the best which we received during the six-week research process.



Customer acquisition

Customer acquisition is the goal of every marketing team. To continue to grow company revenues, brands need to increase their customer database year-on-year.

The most cost-efficient way of achieving this is through email marketing. No other channel offers an ROI of £42 for every £1 spent. Therefore, making newsletter subscription attractive for new customers is essential.

While researching customer acquisition we considered several criteria:

1. Accessibility: the newsletter sign-up was present and easy to find on the website.
2. Transparency: customers were clearly informed about what they were signing up for.
3. Data collection: brands used the point of acquisition to start building a profile of their customers.

We found that some of the most compelling sign-up forms used incentive-driven tactics, such as a discount or gift with a first-time purchase. Globally, 41% of brands have adopted this strategy.

As modern-day shoppers increasingly put themselves first, they're more likely to hand over their personal data if they know they'll benefit immediately from the relationship. Despite this, we found that 43% of brands were still failing to collect key customer data, such as date of birth, at the earliest stage of acquisition.

Expert commentary from



Sleeknote

When you want people to do something, you need to give them an incentive. And this is especially true when it comes to collecting email addresses. Visitors won't part with their email address unless you give them a good reason to do so. Offering discounts in exchange for an email address is a highly effective incentive.

The problem, though, is oftentimes marketers will offer site-wide discounts to their entire audience—without considering where visitors are in the buyer's journey. Sure, that might drum up more sales, but it can hurt your bottom line in the long run. The solution is to strike a balance between when and how often to use them and which user segment to offer them to. If you offer discounts on first-time purchases, exclude existing customers from seeing this as they've already made their first purchase.

And make sure you're asking for the right information upon sign-up. Get the necessary information from subscribers first (like name and email address), and then enrich their lead profile so you can send them relevant and personal emails.

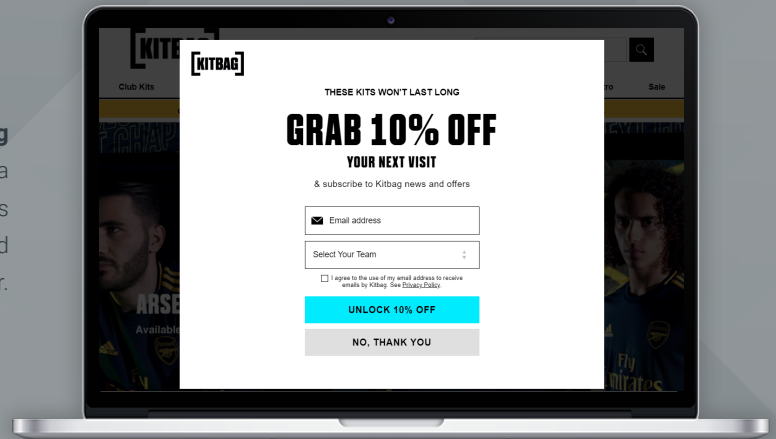


Pura Vida

Jewelry brand, Pura Vida, use gamification to entice customers to subscribe. By offering this fun and unique experience, the brand is engaging customers from the very first interaction.

Kitbag

Sports retailer, Kitbag, collect customer data including subscribers' favorite teams as part of its initial sign-up form. As a result, segmentation and personalization of content is easier.



Welcome program

The welcome program is a crucial automation. It's your first and only chance to make a good impression and say hello to new subscribers. That's why it's the most widely adopted automation program. 90% of the brands we researched sent at least one a welcome email as soon as someone subscribes.

However, despite the widespread adoption rate, we found that brands still aren't optimizing their programs. As your first interaction with new subscribers, this is essential to ensure you're fully equipped to meet their expectations.

The perfect welcome program helps you get to know your customers and tells the story of your brand. It's all about building a relationship, so it's important you don't make it too promotional at the beginning.

The campaign should progressively ask readers for information about themselves. This can be anything from updating their preferences to adding items to their wishlist. It gives you extra insight which can be used to personalize your messages over time. Unfortunately, only 29% of brands have optimized their welcome program to gather more data.

The program should also introduce your brand and give customers insight into who you are and what you stand for. This will help readers get a better understanding of your business, and feel more of an emotional connection.

US sports brand Everlast has built a three-part welcome program which does exactly that. During the program it demonstrates the perks, services, and experiences that set it apart from its competitors.

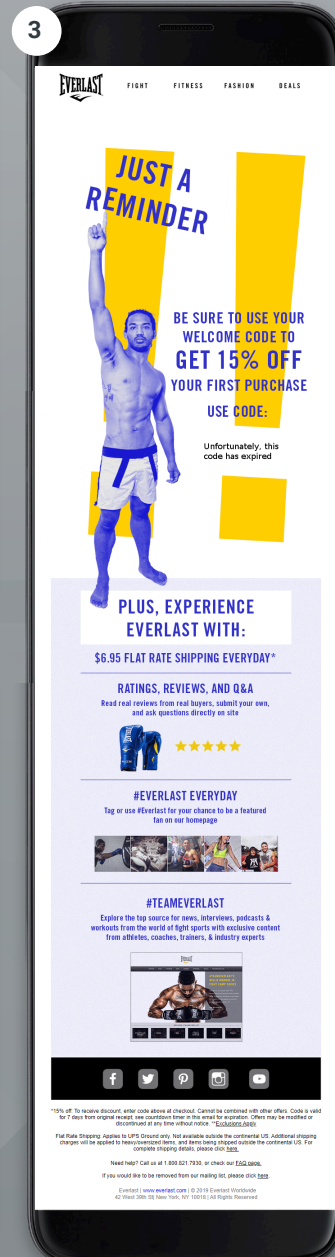
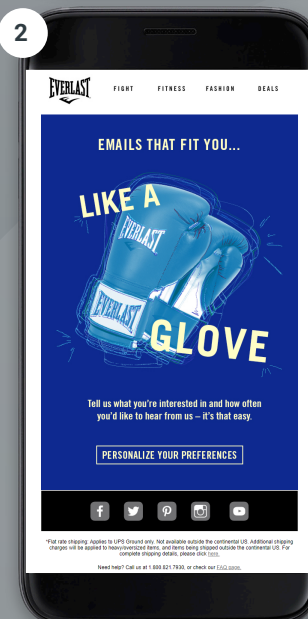


71% of brands are failing to collect customer data at this stage.

Email 1 welcomes the new subscriber with a thanks. It clearly outlines what they can expect to receive from Everlast and gifts them an exclusive 15% off discount code.

Email 2 invites customers to personalize their experience. With a single CTA, readers are directed to a well-branded preference center.

Email 3 takes a deeper look at the Everlast brand. It prompts the reader to shop by reminding them about their discount code, directs them to on-site reviews, and highlights the benefits it offers followers.



Relevancy

Delivering relevant content drives engagement, boosts ROI, and activates customer loyalty. So, we were surprised to find that just 5% of brands were delivering contextually relevant content.

Ranging from abandoned cart emails to product recommendations based on past browsing behavior, relevant, triggered campaigns can generate over 75% of email revenue. It's therefore important that brands use customer data such as location, preferred channels, and interests in their marketing campaigns.

Personalization also continues to be underused. We found that 66% of brands weren't using basic, first name personalization, and only 26% used advanced, behavioral personalization such as abandoned cart or browse.

Expert commentary from  **freshrelevance**

When you send an email, you're asking for a slice of the customer's attention. The thing is, so are your competitors. So why should consumers pay attention to you rather than anyone else?

The key is relevancy: Emails need to appeal to the customer's context and interests.

Context means asking if it makes sense for the consumer to receive this content, at this time, on this channel.

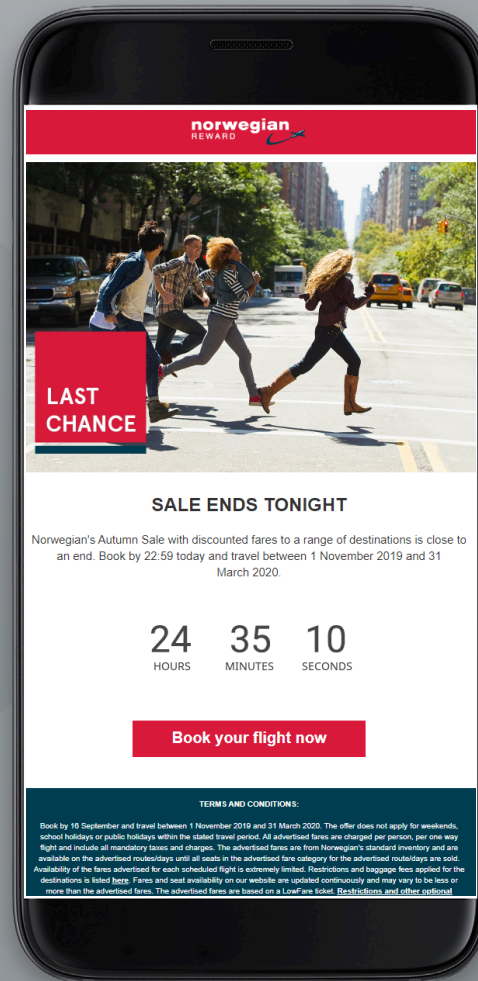
An email is timely if you're sending it in response to a customer's action. For example, a cart abandonment or back-in-stock email. You can also leverage a customer's location to only show relevant offers. Real-time content, such as countdown timers, drives urgency by showing what's happening right now.

The next step is to personalize email content to meet the individual's interests.

It needs to go deeper than first names. That means tailoring recommendations, images, and offers based on the customer's behavior – categories browsed, products carted, and coupons to be redeemed.

When you personalize emails based on behavior and context, content resonates with the individual shopper, anticipates their needs, and saves them time. That means more click-throughs, more conversions, and more loyal customers.

Norwegian Airlines drives contextual relevancy by creating a sense of urgency. By including a countdown timer, readers understand immediately that they offer is time-sensitive. Therefore, they need to act fast.



Abandoned Cart

There's been no change year-on-year in the number of brands adopting cart-recovery tactics. Of the 100 brands we studied, only 43 brands sent an automated abandoned cart email.

The average cart abandonment rate across the ecommerce industry sits at around 70%. That's a lot of potential revenue being lost. This is where abandoned cart programs come in.

Despite the clear benefits, our research once again discovered that 57% of brands were still missing the obvious, revenue-generating opportunity.

Of the 43% of brands that were sending these emails, only 28% arrived within an hour, and only 33% sent more than one. Both tactics are considered to be industry best practice as they generate the highest conversion opportunities. Brands need to work harder to maximize these lost opportunities and convert them into sales.

New Zealand brand Healthpost has created the ultimate cart recovery email to address the issues that may have prevented the shopper from completing the purchase. It presents the reader with alternative payment options, encourages them to check product reviews, and clearly outlines its USPs. Its main call to action is bold and easy to identify above the fold. And to cap it all off, it includes a product recommendation block based on the shopper's browsing history. This is a great way to increase customer AOV at the point of recovery.

Expert commentary from

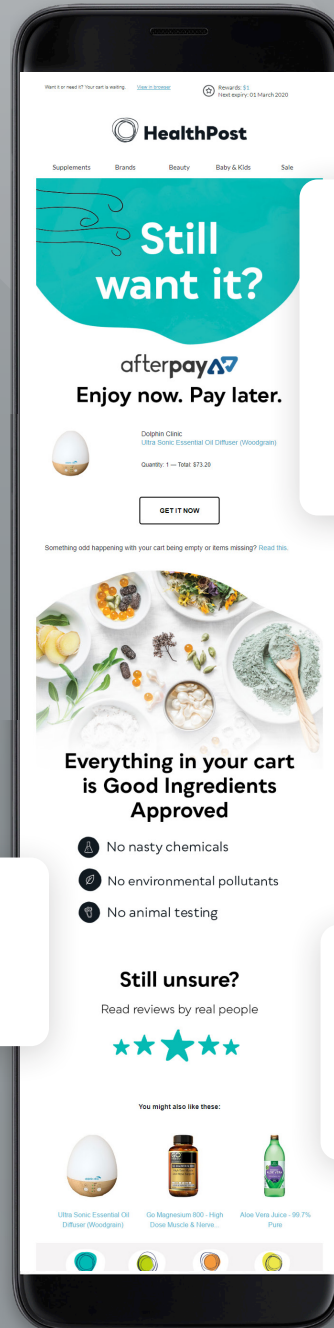
nosto 

Our latest research has revealed cart abandonment rates to be the highest they have ever been, Inspiring shoppers to follow through with their purchase is more challenging than ever, which makes every single interaction count that much more.

Adding a layer of personalization to the shopper's experience is the most direct and fail-proof way to ensure these abandoned products are kept top of their mind. This will, in turn, increase the shopper's conversion potential.

By actioning behavioral data gathered from your shoppers, you can convince cart abandoners to returns in a number of creative ways, including:

1. An abandoned cart email where cart content is shown to a shopper as a subtle "FYI".
2. An exit pop-up that features the items the customer is about to leave behind (more FOMO = more conversion!) or even a spur of the moment discount.
3. Facebook ads that pull the shopper directly back to their abandoned items.



afterpay
Enjoy now. Pay later.



Dolphin Clinic
Ultra Sonic Essential Oil Diffuser (Woodgrain)

Quantity: 1 — Total: \$73.20

GET IT NOW

HealthPost immediately draw the recipient to the benefits of alternative payment methods.

Still unsure?

Read reviews by real people



To increase conversion rates, the brand encourages the reader to check out product reviews.

Still unsure?

Read reviews by real people



You might also like these:



Ultra Sonic Essential Oil Diffuser (Woodgrain)



Go Magnesium 800 - High Dose Muscle & Nerve...



Aloe Vera Juice - 99.7% Pure

You might also like these:



Ultra Sonic Essential Oil Diffuser (Woodgrain)



Go Magnesium 800 - High Dose Muscle & Nerve...



Aloe Vera Juice - 99.7% Pure

Intelligent product recommendations increase the brands' cross-selling and up-selling opportunities.

Post-purchase

When you deliver a great service to customers, you want prospective buyers to know about it. After all, shoppers are more inclined to trust their peers, over a brand.

Brand affinity is an essential part of modern marketing. With easy access to huge platforms such as Twitter and Facebook, customers have plenty of outlets for bad experiences. But advocacy works both ways, and customers happily share good experiences with their friends. Brands need to take advantage of this sentiment by requesting feedback.

A simple follow-up email, post-purchase, is necessary to gather feedback. In turn, feedback will help you to improve experiences and drive sales. The benefits of reviews are two-fold:

1. Customers trust other shoppers to provide genuine feedback
2. Brands can easily identify areas they need to improve.

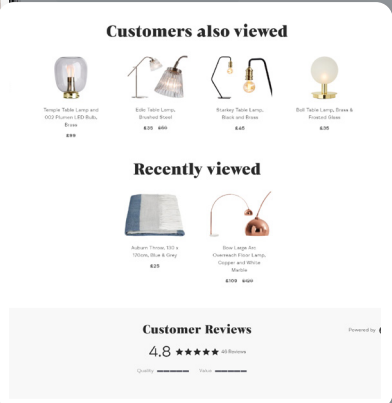
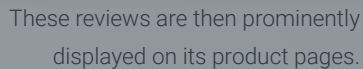
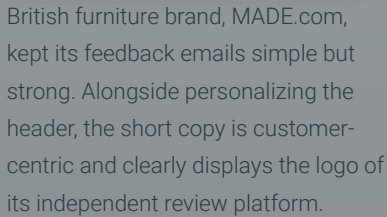
We were disappointed to find that brand adoption rates remain unchanged since our last report. Only 47% of brands requested aftersales feedback. Of those, only 30% used an independent review platform. When introducing post-purchase emails into your strategy this is key.

Independent review platforms are trusted for their honesty and transparency. Customers are more inclined to share their experiences via platforms such as Yotpo, Trustpilot, and Feefo. It's therefore important that, while keeping emails on-brand, you highlight the fact that shopper's feedback will be hosted on an autonomous site.

Ultimately, this will increase shoppers' trust in your brand. Demonstrating brand integrity gives customers a greater incentive to return. If they trust a brand to provide a good service and quality products, they'll be more inclined to become repeat purchasers, rather than opting for similar products at a lower price.



53% of brands didn't request post-purchase reviews.



Omnichannel

One thing we know about the modern shopper is that they always have a smartphone nearby. On-the-go and easily distracted, adopting omnichannel tactics are a great way to keep customers engaged with your brand, no matter where they are.

As a result, push notifications and SMS are obvious tactics to engage customers.

There are some arguments that call push notifications intrusive and annoying, but that's because they're not being used correctly. For push to have a real impact, drive conversions, and boost engagement, brands must market to the app user, not the device. Personalization and relevancy are key.

During our research, we found that the most engaging pushes addressed us directly, or were suitable considering the time, our location, or external events. UK footwear brand, FootAsylum sent timely push notifications around bank holidays and the end of the month to encourage shoppers to convert via its app.

We were also shocked to find that brands were still failing to adopt SMS as a sales channel. Of the 100 brands we studied, only one successfully adopted this tactic. While transactional SMS are beneficial to customers, promotional marketing on this channel provides a sense of urgency. That's why flash sales in particular work so well.

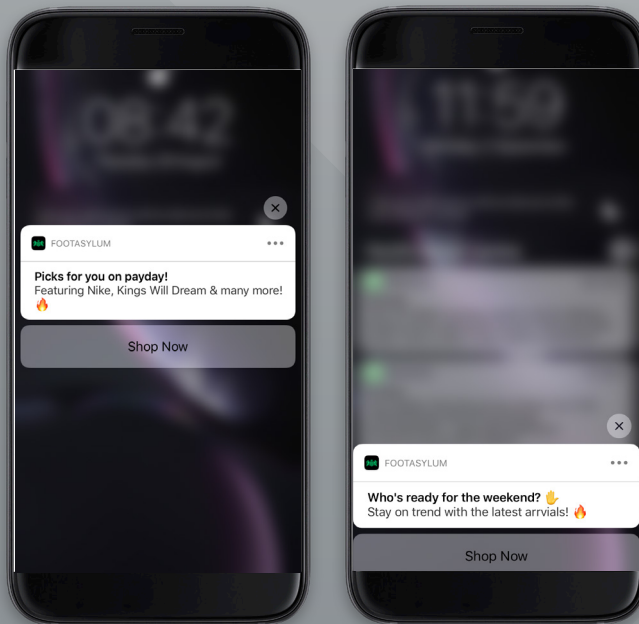
There was also a noticeable absence of re-targeting ads. While we acknowledge that the bidding system behind re-targeting adverts makes them difficult to measure, we were still disappointed to find less than 10% of brands adopting this tactic.

Ads are a great tool to bring customers back to your website. Brands which pull in past browsing behavior to populate these ads see great success when it comes to ROI. The added relevancy reminds customers of the products they've left behind, driving them back to your site.

Customers spend an average 3.5 times more with brands when they are engaged on multiple channels. So, brands that don't adopt an omnichannel approach to their marketing campaigns will be missing out on substantial revenue.

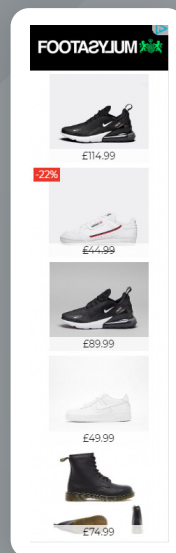


83% of brands haven't adopted SMS as a marketing channel.



Footasylum's timely notifications encourage users to shop by maximizing sentiments around the weekend, bank holidays, and payday.

Based on our past browsing across its website, Footasylum used retargeting ads effectively and efficiently to regain our interest after we lapsed.



Content

Content marketing remains a challenge for many ecommerce marketing departments. Whether it's time, skill, or resource, great content can sometimes feel impossible to create.

What constitutes as good content is subjective, and what we consider to be engaging may not be the case for everyone. But, for the purposes of this report, we considered the use of editorial content as indicator of content marketing.

We found that 66% of brands weren't delivering the kind of content that helps establish a relationship with readers. While this has declined by 24% from last year's report, there's still a long way for brands to go if they want to build long-lasting customer relationships.

Of the 34% that were, we measured them against our standard best practices:

1. Tells a story of the brand
2. Short but engaging
3. Clear calls to action
4. Enticing subject lines

Expert commentary from



Content is more than just a means to fill web pages and emails. Good content is what establishes an emotional connection between the reader and your brand.

Shoppers make decisions about your brand within seconds of opening your email. The language you use is essential. It needs to be short, sharp, and easy to understand. No matter how eloquently you can describe a new product, in an email, they just want to know the key features.

Cotton On's 'Together for her' campaign informs the reader of its commitment to improving social issues. The purpose of the email is clear immediately. Each section gets a clear message across to the audience in two to three sentences.

But, the reason why this content really resonates with the reader is because of the brand's clear understanding of its customer personas. Cotton On understands the issues that are important to its audiences and have made it a part of the brand. Its clear corporate social responsibility is what helps create loyal shoppers.

Let's break down barriers for GIRLS

Love F.R.I.E.N.D.S? WIN a \$5K trip

Harper, your \$10 welcome gift expires VERY soon

Beat the siren 30-50% OFF AFL - don't miss out!

Item	Description	Price / Status
Cotton On Customer	Thanks for your recent purchase - Hi DOTTMAILER, Thank you for shopping with us! We...	24 Sep
Cotton On	Let's break down barriers for GIRLS 🧡 Let's raise \$1M. With the Social Good Surm...	24 Sep
Cotton On	Love F.R.I.E.N.D.S? WIN a \$5K trip 🤝🤝🤝 We're celebrating 22 years of L&Ls. We've coo...	22 Sep
Pelika to CottonOn &	Harper, your \$10 welcome gift expires VERY soon - Redden inspire or online today. Don't ...	21 Sep
Cotton On	Beat the siren 30-50% OFF AFL - don't miss out! ⚡ Shop by club and get your next game d...	20 Sep
new...@blazemusic.org...	Thanks for your recent purchase - Hi DOTTMAILER, Thank you for shopping with us! We...	17 Sep
Cotton On	30-50% off AFL 🏈 It's Finals Time! We're kicking off with a win-win sale. Shop your tea...	17 Sep
Australia Post	Your shipment has been delivered. Delivered to 3066 Your shipment has been delivered O...	16 Sep
Australia Post	Your delivery from Cotton On is coming today! Please make sure we have safe access to r...	16 Sep
Australia Post	Your delivery from Cotton On is on its way. Estimated delivery by Monday 16 Sep 2019 Y...	15 Sep
Cotton On	Want \$20 off OH yes you do! 💰 Spend & Save starts now, exclusively online. 2 days only...	15 Sep
Cotton On Orders	Tax Invoice - Order #W0009289847 - TAX INVOICE Order Placed 13 Sep, 2019 Order Num...	12 Sep
sending@paypal.co.uk	Receipt for Your Payment to COTTON ON CLOTHING PTY LTD - 13 Sep 2019 16:32:13 BS...	12 Sep
Cotton On Orders	Thank you for shopping with Cotton On. THANKS FOR YOUR ORDER! Btw working on g...	12 Sep
Cotton On	Last chance to 🎁 WIN 🏆 Win AFL Grand final ball? It's now or never. Want AFL Grand ...	12 Sep
Australia Post	Your delivery has been collected - Picked up from ABBOTSFORD LPO Your delivery has be...	10 Sep

33

Design

On average, subscribers spend 12 seconds looking at an email. Busy, cluttered emails with too many images, words, and CTAs are going to be closed or deleted almost immediately.

As a result, clean and clear emails are essential to maximize impact. If a picture paints a thousand words, an uncluttered email can sell a thousand shirts. To ensure your marketing efforts have the best impact possible, getting your design right is vital.

The secret to good design lies within the email's simplicity. The easier it is for the reader to consume information and complete an action, the better your conversion rates.

With around half of all emails being opened on mobile devices, emails must be mobile-ready, on-brand, and instantly actionable. During our research, we were delighted to find that 93% of brands consistently delivered on-brand and device-responsive emails. No matter the device, images and columns stacked well, and image resolution perfectly fit every screen.

Despite this, we also found that only 50% of brands were including CTAs above the fold. By including actionable buttons visible immediately to customers upon opening an email, brands increase the rate of conversion.

Expert commentary from



In dotdigital's Creative Studio, we follow certain best practices to ensure every template we design for clients is optimized to achieve maximum engagement.

While many emails like this one from Harvey Nichols are eye-catching, clean, and simple, we've seen an increase in this style of image-based heroes. When images are turned off, these lose their impact. To increase engagement and CTRs, we recommend always using HTML text for copy instead of images. Using Alt text is also essential, especially if recipients are using screen readers.

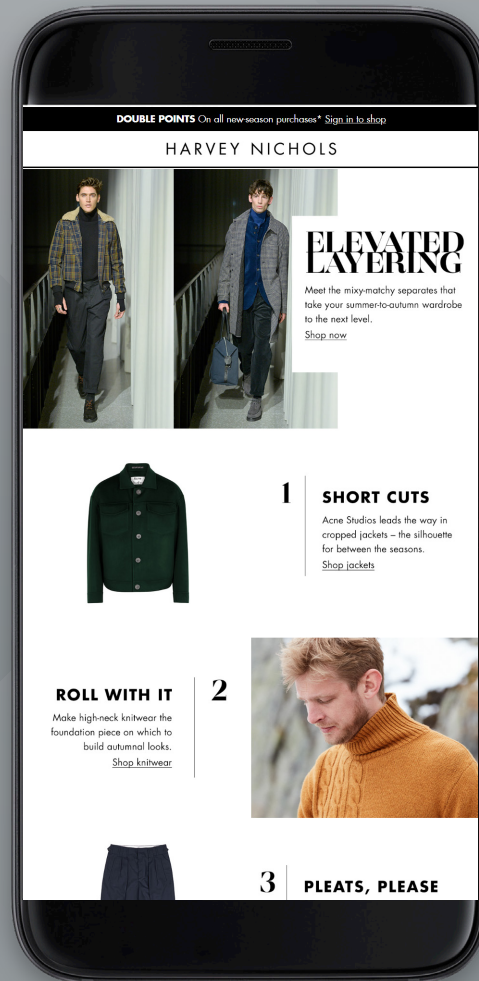
Similarly, when using image-based text, emails are significantly less accessible on mobile. By adopting a two-column image and HTML text structure, emails stack better on mobile, so it's easier for readers to engage on the go.

It's also important to ensure your CTAs have a visual impact. This can be achieved by increasing the weight or size to the text or padding around the button. By making sure they're thumb-friendly, you're significantly improving the likelihood of shoppers converting from email.

Harvey Nichols is the perfect example of a brilliantly designed email.

No matter the device its opened on, subscribers are immediately encouraged to 'shop now'.

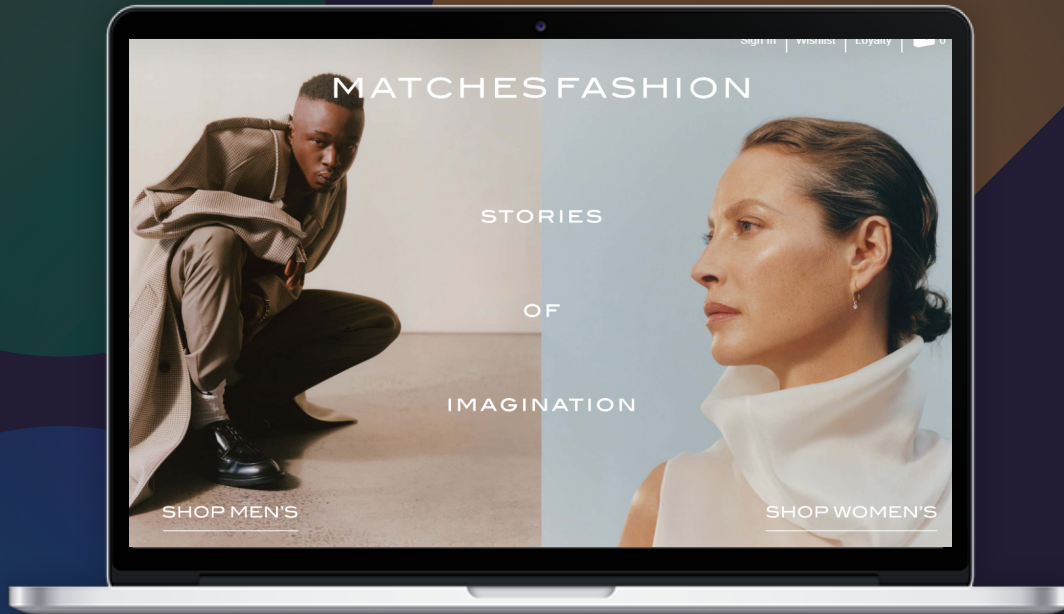
Harvey Nichols embraced the less-is-more aesthetic. Images are well-padded and white space has been maximized, making it easy for the reader to skim the email and action.



Hitting the Mark winner

MATCHESFASHION: Sparking the
imagination through email and beyond

MATCHES FASHION.COM



Scoring 76%
MATCHESFASHION, beat
off some stiff competition
to be crowned 2020's Hitting
the Mark winner.

MATCHESFASHION puts
customer experience at its
core to become the ultimate
shopping destination for
luxury fashion.

At every step of the journey,
we were impressed by its
data-driven automations,
clever content, and superior
customer experience.

1

Customer acquisition


Newsletter sign-up for MATCHESFASHION was clear on the brand's homepage, however shoppers are required to scroll to the bottom of the page to find it.

To improve its acquisition, we'd love to see a subscription CTA popover on the homepage for new visitors.

We were also very impressed by the option to update email preferences close to the sign-up form on the homepage, and the level of data collected at this stage.

REGISTER FOR EMAIL UPDATES

Enter your details below to stay up to date with the latest news and promotions by email from MATCHESFASHION. Once registered, you can personalize your email preferences, select your favourite designers, and never miss out on the most desirable pieces



ENTER DETAILS

*Required field

Title

First name*

Last name*

jenna.paton@dotdigital.com

Password* (must contain letters and numbers)

Confirm Password*

United Kingdom

Mobile Number*


CREATE AN ACCOUNT

By clicking 'Create An Account' you agree to our [Privacy Policy](#) and our [Terms and Conditions](#)

I would like to join the MATCHESFASHION Loyalty Programme and receive personalised offers and style updates by email, mail and phone. ☒

REGISTER FOR EMAIL UPDATES


Enter your details below to stay up to date with the latest news and promotions by email from MATCHESFASHION. Once registered, you can personalize your email preferences, select your favourite designers, and never miss out on the most desirable pieces



THANK YOU

Thank you for joining the MATCHESFASHION mailing list.

CONTINUE SHOPPING





BACK TO TOP

to our emails

SIGN UP

Email preferences

Garnier

I am

Mail Me

Our Area

2

Welcome program

MATCHESFASHION's welcome program was clear, concise, and packed full of chances to collect data on new subscribers.

We especially loved receiving information about its loyalty program, The Curator, as part of its welcome series.

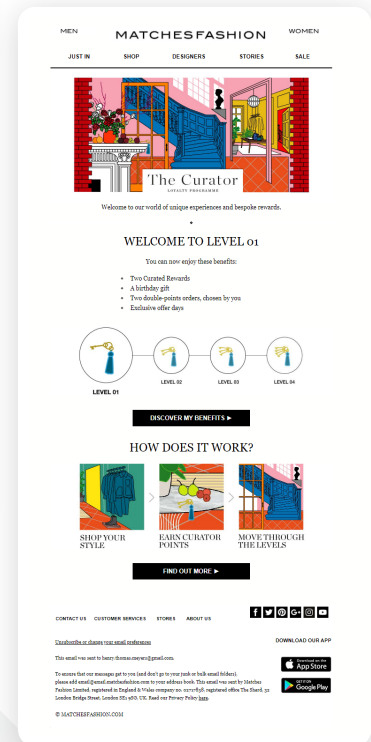
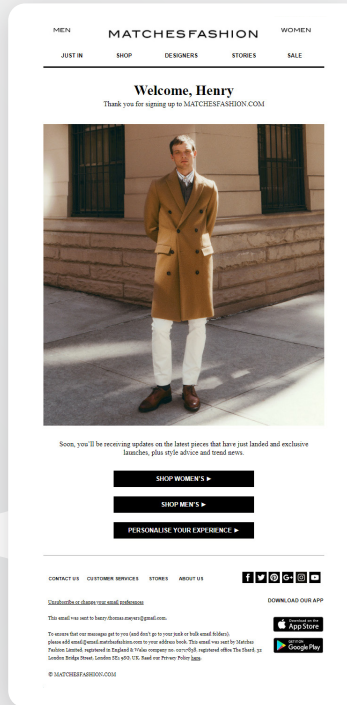
Overall, the three-part welcome program provided the perfect greeting for the customer, and for the brand.

3

Storytelling content

During our time as a MATCHESFASHION customer, we received a steady stream of engaging editorial content. Slowly, we learned more and more about the brand, what it stood for, and what makes it different to its competitors.

We enjoyed its #storiesofimagination campaign which was consistently delivered across all marketing channels, from website and email to Instagram.

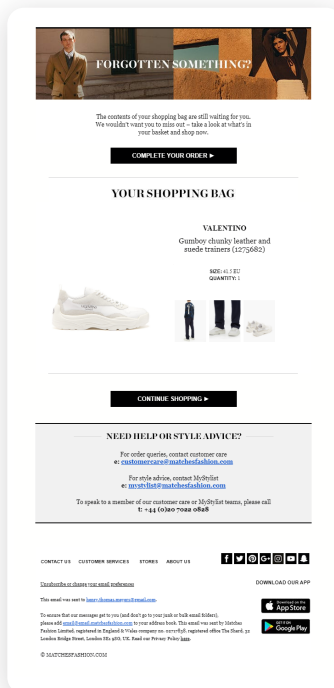


4

Abandoned cart

We received a cart recovery email within 30 minutes of abandoning our cart.

Our attention was grabbed from the get-go in the inbox with a hyper-relevant, personalized subject line. The copy is kept short and concise, with a compelling CTA above the fold of the email. Overall, it is an abandoned cart email with the power to convert.



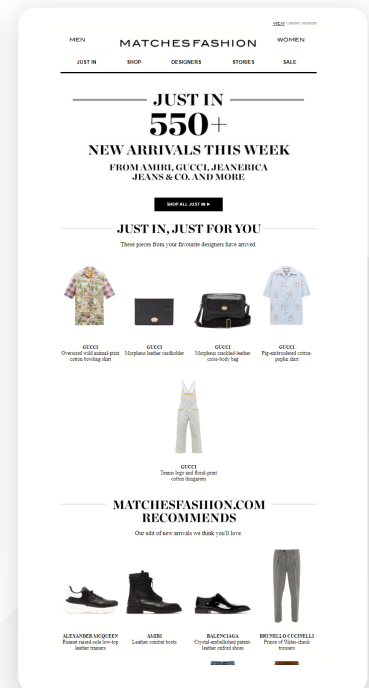
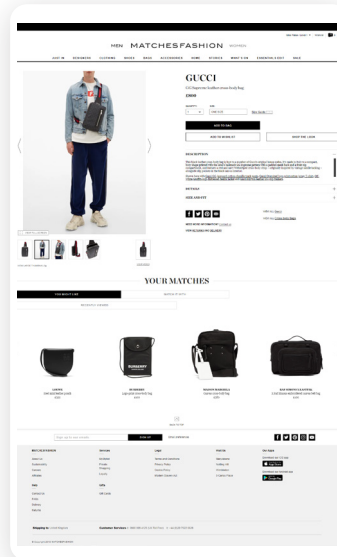
5

Customer experience

Throughout our journey the brand regularly put the data it had collected about us to work. The result: a perfectly personalized experience.

From emails featuring our favorite designers' latest drops to product pages with recommendation blocks intelligently populated, there was widespread evidence of our data being put to use.

The only down-side: no live chat.




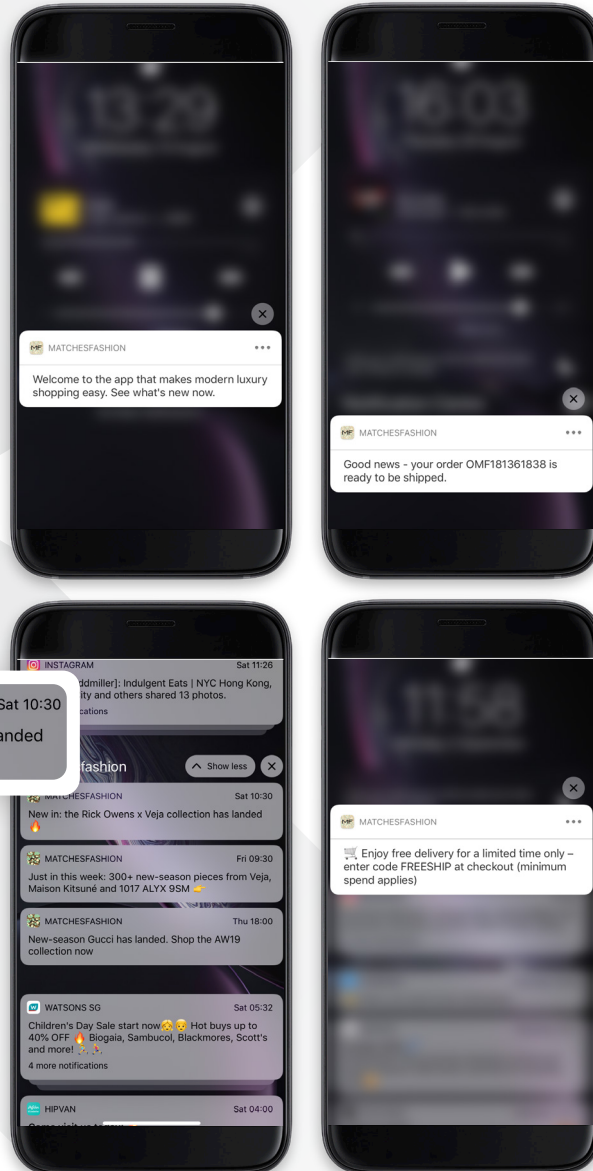
6

Push notifications

Not only was MATCHESFASHION one of the few ecommerce brands that offered an app, but its pushes were the most advanced we received.

For the first and only time, we saw a welcome notification upon downloading. We were sent personalized pushes based on our favorite designer. Urgent language encouraged us to shop during limited time periods. And, most relevant of all, we received order updates informing us when we can expect our much-awaited purchases.

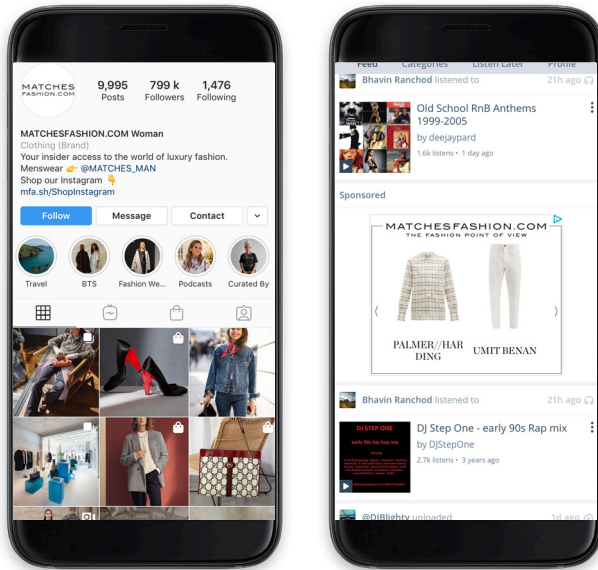
 MATCHESFASHION Sat 10:30
New in: the Rick Owens x Veja collection has landed



Omnichannel consistency

Across every channel we connected with MATCHESFASHION, we had a delightfully consistent experience. On Instagram, many posts were shoppable or related to a campaign we'd seen via email.

Retargeting ads were personalized based on the browsing habits of our selected male persona. And, every time we entered the MATCHESFASHION website, we were automatically directed to the menswear department, instead of the generic homepage which lacked personalization. Even its unsubscribe page offered readers the chance to tailor their journey to ensure the brand was delivering the ultimate experience.



Room for improvement

Despite being this year's Hitting the Mark winner, there are still areas MATCHESFASHION can improve. Thanks to its advanced and user-friendly mobile app, it has left much of its competition behind. But, it's lagging behind the global trend toward conversational commerce.

With the addition of instant messaging channels such as live chat, SMS, or WhatsApp, the continued growth of MATCHESFASHION would be all-but guaranteed.

MATCHES FASHION.COM

MATCHESFASHION score breakdown

51

Email experience

13

Omnichannel experience

19

User experience

Overall score

83

HTM WINNER



Top four brands

In a tough-run competition, these four brands topped the tables. Providing outstanding examples of customer engagement, omnichannel communications, and marketing automation, these brands are at the forefront of the changing landscape of ecommerce marketing.

GYMSHARK 

HOLLAND & BARRETT

boohoo

THE ICONIC



#2 GYMSHARK

Relentless in pursuit of omnichannel progress

Fitness apparel and accessories brand Gymshark understands that to deliver memorable experiences, it needs to go where its customers are.

Email with added value

From inspirational copy to the promotion of its conditioning app, Gymshark consistently demonstrates the additional benefits it offers followers, beyond its fashionable, quality sportswear. Customer loyalty was easily earned thanks to its understanding of its audience.

Powerful post-purchase

Gymshark blew us away with the quality of its post-purchase communications. Going beyond a post-purchase review request, it sent us an educational email about caring for our new items. We even received a well-executed cross-sell email directing us to other items in the collection.

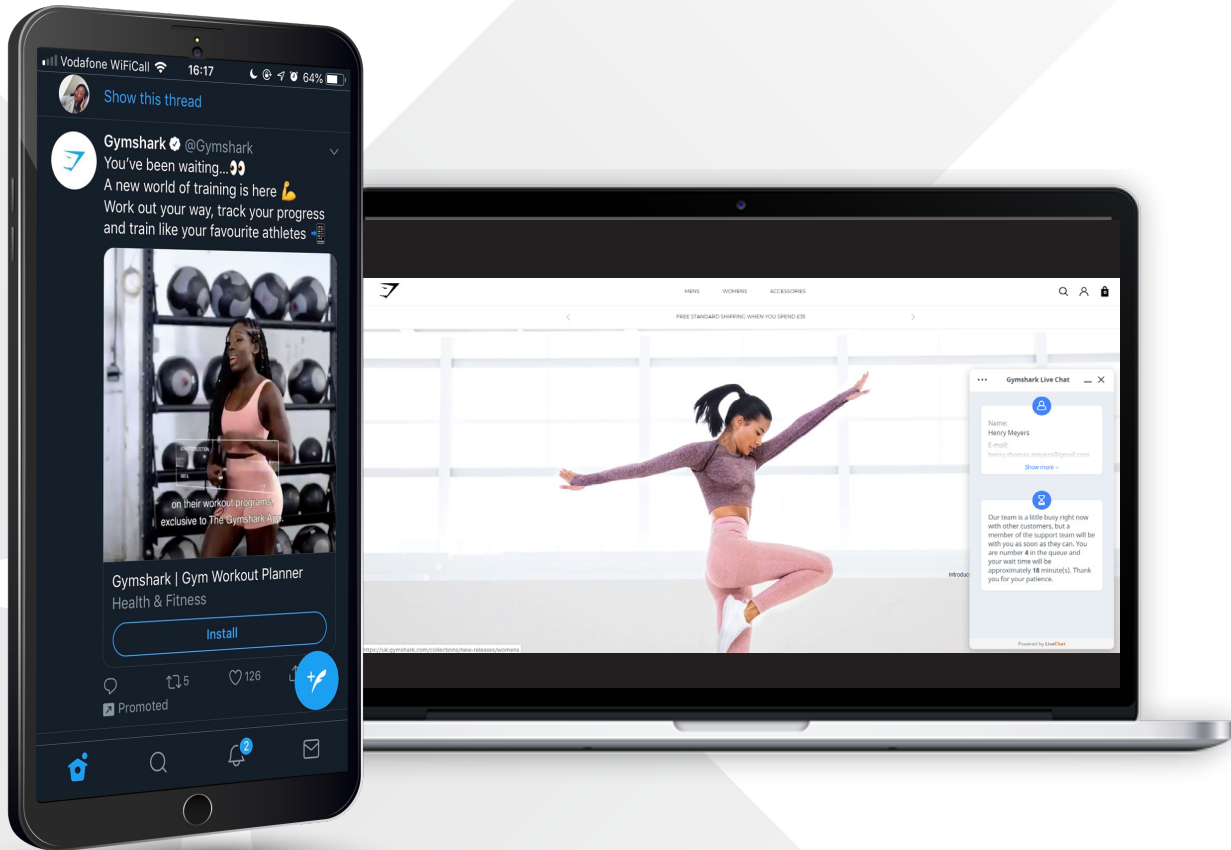
The perfect extensions

Outside the inbox, Gymshark had a noticeable presence across social media, hitting us with eye-catching retargeting ads on Twitter and Instagram. Live chat was present and obvious across its whole site. And, Klarna Pay options were well advertised during the shopper's journey.

Potential to be unlocked

While Gymshark has nailed its omnichannel marketing tactics, its use of standard email automation programs need to be improved. It was among the 57% of brands not sending automated cart recovery emails. By integrating your marketing automation platform with your ecommerce store, these are quick and simple to set up.

We also noticed a lack of personalization and relevant, timely automations, such as birthday programs. More date-triggered automations would definitely raise the bar.



Gymshark score breakdown

48

Email
experience

15

Omnichannel
experience

16

User
experience

Overall score

79

#3 HOLLAND & BARRETT

Delivering a daily dose of goodness into the inbox

The UK's leading health retailer Holland & Barrett uses timely and relevant content to keep audiences in tip-top condition.

Data-driven diagnoses

As part of Holland & Barrett's welcome program, new subscribers are encouraged to complete a health questionnaire. We were excited to see this data being used to deliver weekly 'healthbox' updates. Our inbox was full of interesting and valuable information personalized to meet our individual needs.

Unsubscribe alternatives

During the unsubscription process, Holland & Barrett directed users to alternative channels such as SMS, post, and social. It also offered users the choice to pause emails for 30 days. By giving alternative options, it's reducing the number of unsubscribes and putting control back into the hands of the reader.

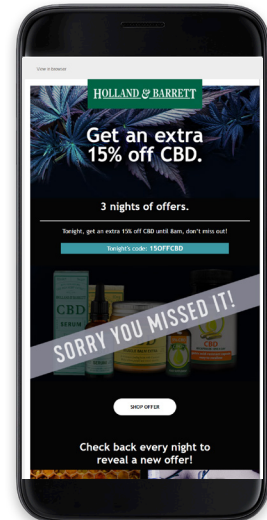
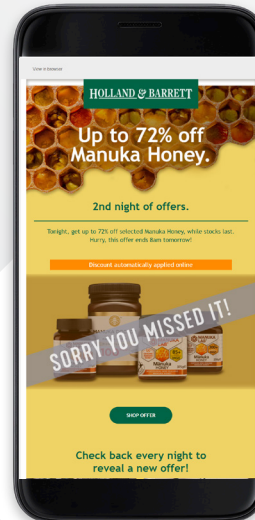
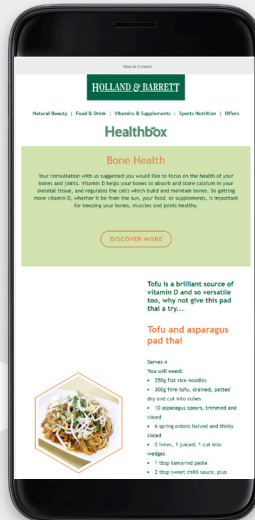
Dynamic deals

Holland & Barrett was one of the few brands that sent us emails with external dynamic content. These daily deals timed out after 24 hours. This created a sense of urgency and drives readers to shop and convert.

Lackluster loyalty

Despite having a well-established loyalty program, we were surprised not to receive information about it as part of the welcome program. The most eagle-eyed of customers would have discovered a link to its 'rewards for life' program in the email footer, but it isn't an easy find for most email browsers.

We were also overwhelmed by the number of sales and promotional emails Holland & Barrett sent. To generate sales based on loyalty rather than product prices, it would be great to see more brand personality coming through its content.



Holland & Barrett score breakdown

49

Email
experience

11

Omnichannel
experience

16

User
experience

Overall score

76

#4 boohoo

Fun and relevant emails bring the party to inboxes

Online clothing brand boohoo make email fashionable again with timely and relevant automations.

Maxing out every opportunity

Using smart and intuitive automation programs, boohoo delivered welcome, birthday, and abandoned cart programs. As a result, the brand successfully maximized every selling opportunity by giving readers a reason to return.

Timing is everything

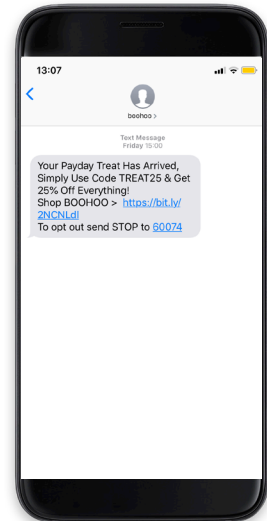
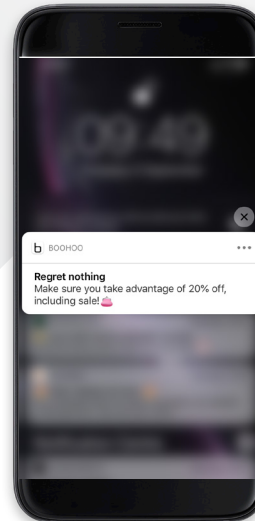
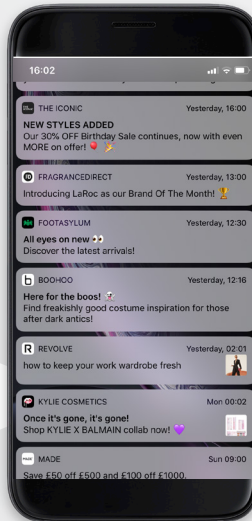
During our research, it was impossible to miss boohoo's eye-catching marketing messages. From subject lines fully-loaded with urgency and emojis, to bold images and flashy GIFs, boohoo emails had it all. We received relevant emails, push, and SMS based on the time, date, and weather. As a result, we were never away from the site for long.

Fixed for success

One of the most satisfying things about receiving emails from boohoo was their clear understanding of email marketing best practices. The personalized and compelling subject lines drove us to open every email that landed in the inbox. Preheader text was fully utilized, and we received more than one cart recovery prompt, spurring us to make a purchase. What's more, every email contained CTAs driving readers to social channels.

Time for two-way convos

Despite smashing it, boohoo still lacks the ability for customers to have two-way conversations with the brand. Live chat is the only thing stopping boohoo from being omnichannel experts. We also noticed many initiatives, such as its recycling reward program, that weren't being promoted through its standard communication channels.



boohoo score breakdown

47

Email
experience

14

Omnichannel
experience

14

User
experience

Overall score
75

#5 THE ICONIC

Pushing the boundaries of customer experience

Australian fashion retailer THE ICONIC uses smart technology to connect with customers and deliver unforgettable experiences.

Dynamic design

As a brand, THE ICONIC is widely considered to be style-savvy and creative. This is clearly reflected in the design of its emails. They were uncluttered, easy to read, and used eye-catching images and GIFs to capture the reader's attention. These emails are perfect for hooking the busy, on-the-go consumer.

Triggered conversations

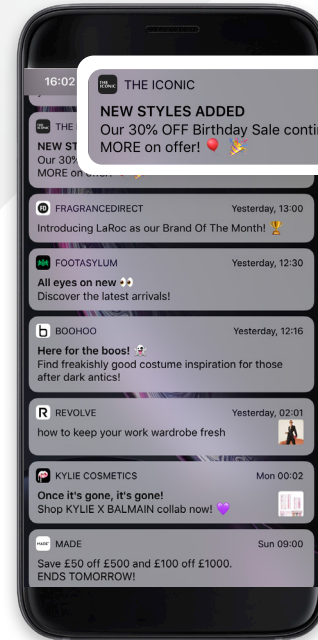
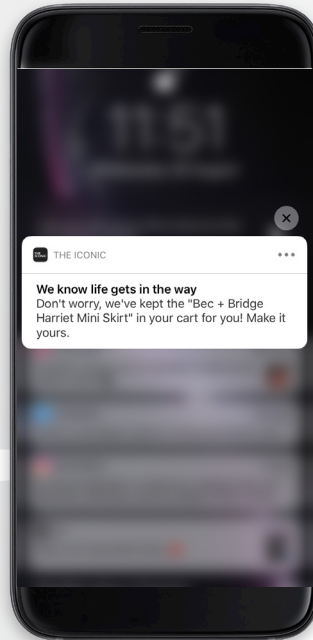
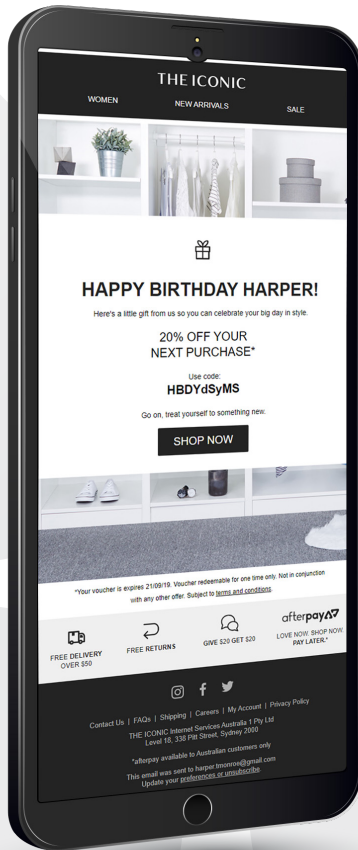
We were delighted to see that THE ICONIC had fully embraced marketing automation. From welcome and abandoned cart to birthday, there was clear evidence that the brand was saving time and driving sales using automated programs.

Perfect balance of channels

THE ICONIC app is the most downloaded fashion app in Australia. Therefore, it's no surprise that its push notifications made such an impact on us. Compelling content and a clear understanding of the fine line between too many and too few pushes, helped drive us back to the app, time and again. We especially loved receiving a cart recovery push – because sometimes, life gets in the way.

Keeping buyers hooked

A couple of key criteria kept THE ICONIC from walking away with the top spot – the lack of live chat being the most pressing. We also found that the brand was missing key opportunities to cross- or upsell in email. Including product recommendations based on past purchases or browsing behavior would give shoppers the incentive they need to become repeat buyers.



THE ICONIC score breakdown

47

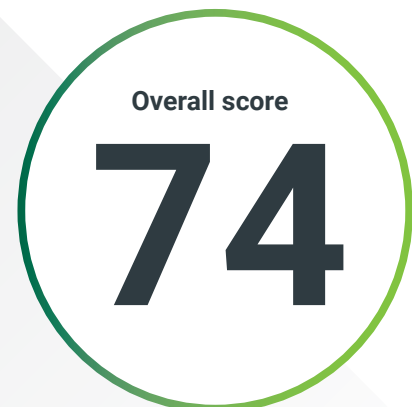
Email
experience

11

Omnichannel
experience

16

User
experience



Standout performers

While these brands didn't quite find their way into the top five, their recognition is well-deserved. Showing the rest how it's done, these brands were our outstanding achievers against our email marketing, user experience, and omnichannel scoring criteria.



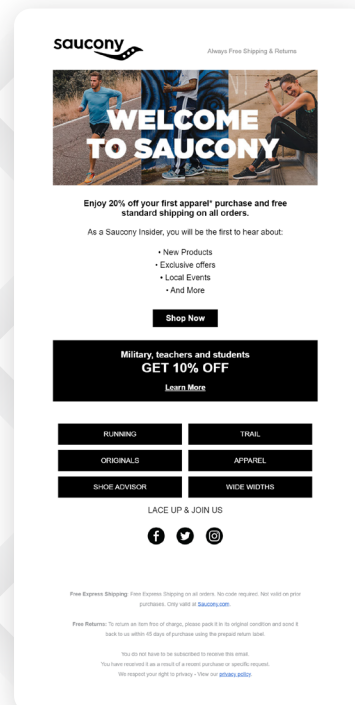
Excellence in email

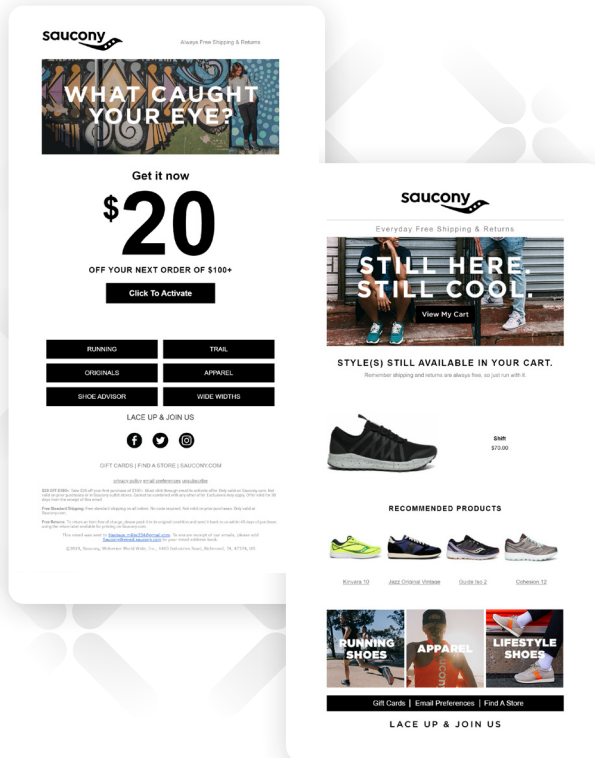
Know what makes a good email and run with it

Scoring an impressive 82% for email experience, high-performance running shoe and apparel brand, Saucony did just that.

A warm welcome

At a time when we found many brands neglecting their email strategy, Saucony perfectly demonstrated how email marketing should be done. From its enticing sign-up popover to its detailed preference center which is included in every email, the brand set our expectations high right from the very start. When combined with its inviting three-part welcome program, it was a flawlessly executed introduction to the brand.





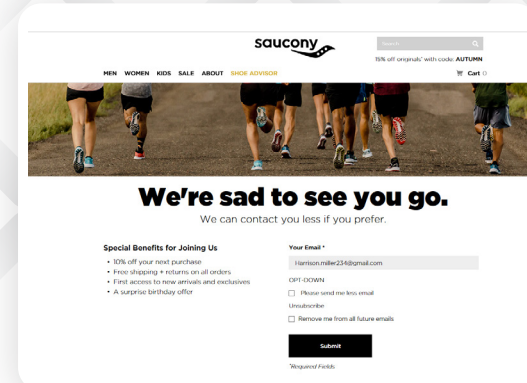
Delivering emails that matter

Through location- and date-specific deals for Labor Day and triggered automation programs including abandoned carts, Saucony's relevant emails landed with impact. These emails were often the ideal balance between promotional and editorial content. We learned that the brand cares about its runners as much as it values selling its shoes.

Goodbye isn't forever

When the time came for us to say goodbye, Saucony once again proved to be miles ahead of the competition.

Its unsubscribe page was optimized to give readers an incentive to stay, and an opt-down option to reduce the frequency of emails received.



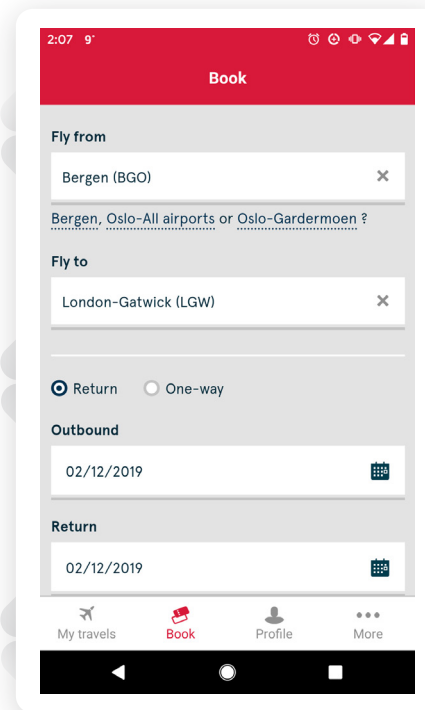
Omnichannel

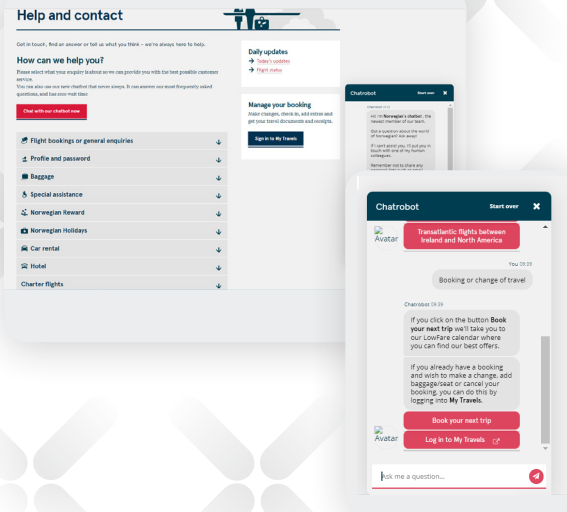
Taking customer service to new heights

Norwegian Airlines scored a soaring 71% for its impressive omnichannel experience.

All-round accessibility

We were kept informed with up-to-the-minute flight info thanks to Norwegian's easily accessible app and timely push notifications. Whether we wanted to book flights, check in, or add extra bags to our booking, everything was possible through the app. Combined with its intelligent, data-driven emails and user-friendly website, completing our goals were easy, no matter the channel.



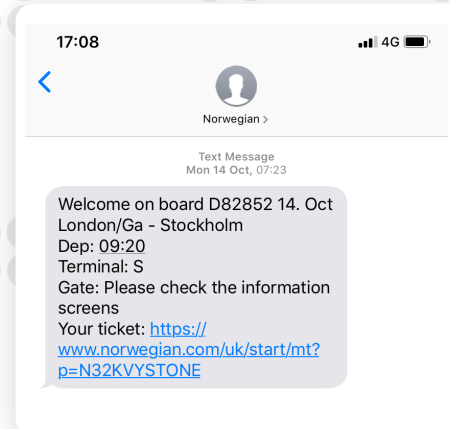


Need an answer?

Operating on a global scale, it's vital that Norwegian deliver a customer service helpline 24 hours a day, seven days a week. Rather than hire multi-lingual teams operating in different time zones, the brand's Chatrobot, manages its live chat all day, every day. It's always on hand to answer customer queries.

Never miss a flight

As well as live chat and push notifications, Norwegian promptly reminded us of our upcoming flights via SMS. Popping onto our screens as we were arriving at the airport, this was another prime example of its omnichannel excellence. Delivering these well-timed messages helped ensure our experience with Norwegian was unforgettable.



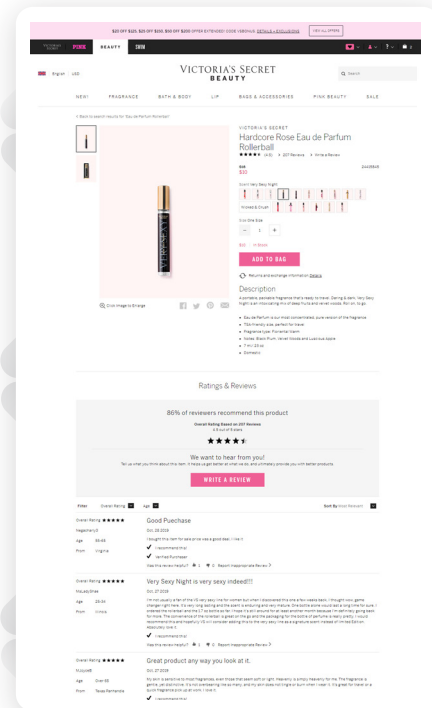
User experience

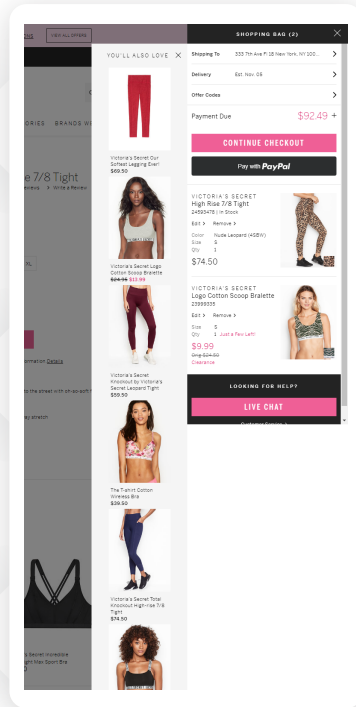
The secret to seductive customer experiences

Internationally renowned lingerie brand Victoria's Secret scored a dreamy 79% for the sleek and stylish experience it created for shoppers.

Provocative product pages

Victoria's Secret's product pages are well thought-out and user-friendly. Detailed product descriptions, reviews, and two different types of product recommendations empower shoppers to make well-informed decisions, effectively easing the path to purchase. We also enjoyed having the power to zoom in on imagery to take in every detail of its goods.



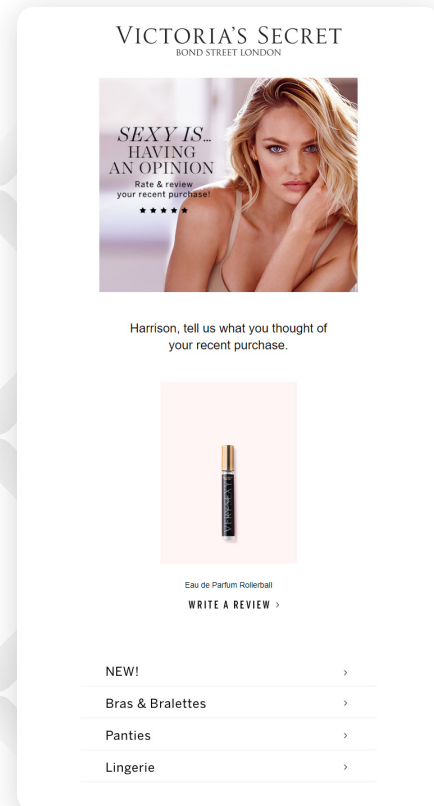


Silky-smooth shopping

Creating a frictionless checkout process has evidently been a priority for many brands, and Victoria's Secret perfectly demonstrated how it's done. We especially loved its inclusion of live chat and product recommendations to entice shoppers to add a little something extra to their carts.

Appealing aftersales care

Victoria's Secret made sure to maximize the buyer's high after they made a purchase. The brand sent timely updates, keeping customers in the loop regarding shipping and delivery dates. Tracking parcels was easy and efficient, as was reviewing the product after purchase. Shoppers were encouraged to share their experiences, which would later be hosted on product pages.



Regional deep-dive

To ensure we could offer readers the best insight possible, we chose a cross-section of brands from around the world. Spanning the UK, US, Europe, and the Asia-Pacific region, these brands vary in size, sector, marketing budget, and therefore provide a truly global perspective.

Global scores

Email experience

55%

Omnichannel experience

18%

User experience

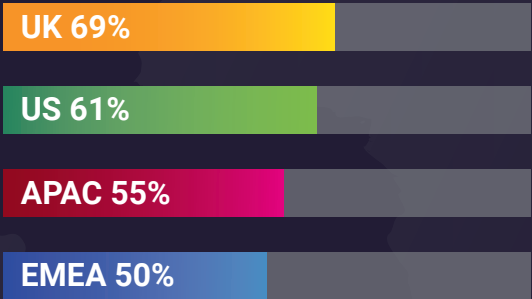
61%

Overall

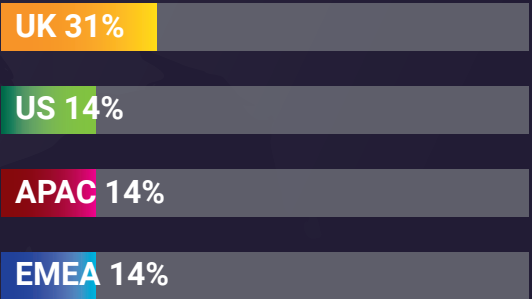
52%

Rankings

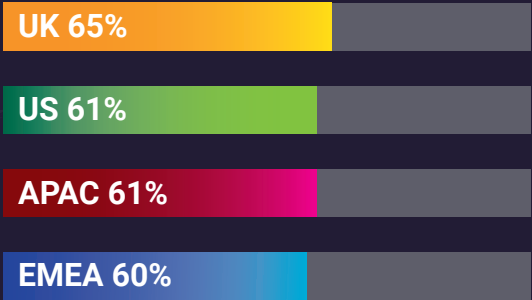
Email experience



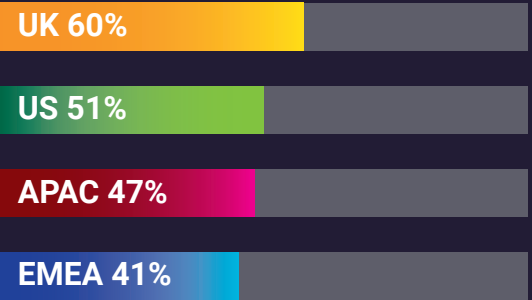
Omnichannel experience



User experience



Overall rankings



APAC

For this year's Hitting the Mark report, we reviewed 20 brands across Australia, New Zealand, and Singapore. Here are our top findings.

The new standard for customer experience

APAC brands were our top scorers in the abandoned cart category.

60% of brands we reviewed in the Asia-Pacific region were sending cart recovery emails. A fantastic tactic to rescue lost revenue, brands across the region were maximizing every sales opportunity.

Brands in the region also demonstrated their commitment to continuous improvement of the email journey. We were delighted to see that 60% of brands requested feedback or offered alternative subscription options when we unsubscribed. This included refining the content received or moderating the frequency of newsletters. This was 25% higher than the next highest senders in EMEA.

It was also good to see an uplift in post-purchase review emails. 50% of the brands we researched in APAC sent at least one, which ranked them second globally. We were impressed to see many of these reviews present on brands' websites. The inclusion of user-generated content on product pages is a great strategy and is proven to improve page conversion rates.

Unlock omnichannel potential

Of the 100 global brands featured in this report, APAC scored the lowest regarding clear consent criteria.

While operating outside of the EU, and therefore the GDPR, it's still best practice to ensure subscribers are well informed. APAC brands need to work harder to make their Terms of Use and Privacy Policy more obvious at the point of subscription. By providing potential customers with this information upfront, you're improving brand integrity. If a subscriber is well informed at the point of sign-up, they're less likely to unsubscribe.

We also found that omnichannel isn't a well adopted tactic in the region. On average, brands scored a mere 14%. While we did note some adoption of SMS, live chat, and push notification tactics, these channels were not widely adopted or utilized to their full potential.

At a glance

Average score

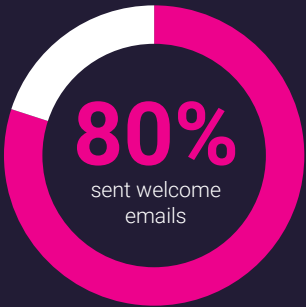
47%



Top 5 brands



Top stats for APAC



60%

sent abandoned
cart emails



EMEA

With 20 brands from France, Italy, Germany, Norway, Sweden, Denmark, and the Netherlands, this is our most comprehensive look at the region – ever.

First impressions count

EMEA brands were our top scorers for consent criteria and sending welcome programs.

We were happy to see a 95% adoption rate of automated welcome programs across the region. As a result, EMEA is making a strong first impression with customers.

We also found that 65% of brands had clear and accessible consent criteria. Over a year since the introduction of the GDPR brands in this region still have a long way to go. But that doesn't detract from the fact that the EMEA region has gone above and beyond in recent years to improve this element of customer confidence.

Underperforming omnichannel

With only 5% sending SMS, these brands were consistently underperforming across our range of omnichannel criteria. Live chat doesn't appear to be a priority. Only 15% of brands we reviewed used live chat across their websites. However, we were highly impressed that of the brands using live chat, 100% of them responded within one minute.

The poor adoption rates for omnichannel tactics across the region highlight brands' indifferences to making customer experience consistent across all channels. Those that have made the move toward omnichannel are doing it well, and are reaping the rewards that come from great customer experience.

But we also discovered that EMEA has the lowest adoption of advanced or behavioral personalization tactics. Only 10% of brands used this tactic, with none at all using location or time-relevant data to personalize content.

At a glance



Average score

44%

Top 5 brands



Top stats for EMEA

95% sent automated welcome programs



65% had clear consent criteria



30%

used push notifications

UK

Home of this year's winner, we researched 30 ecommerce brands across the length and breadth of the United Kingdom.

Omnichannel visionaries

UK brands are making clear headway tapping into customers' demands for easily accessible communication. Brands in this region sent the highest number of SMS. 40% have adopted this channel, sending us a total of 29 messages during the 6-week period.

Despite this, we were disappointed to find SMS still wasn't being utilized beyond the typical transactional message. 28/29 messages we received were transactional, with only one brand sending a promotional SMS.

App notifications have been introduced by 37% of brands and were even personalized to push order updates to the shopper. Similarly, we've seen a rise in the number of sites introducing live chat. 47% of brands in the UK had clear and obvious chat options available to the shopper.

A clear commitment to customer experience was evident across the region. Inclusion of alternative payment methods was at its highest among UK brands. 97% of brands from this region offered at least one additional payment option. 60% of brands requested post-purchase reviews and over half of them used an independent platform to power these requests.

Missing revenue-generating opportunities

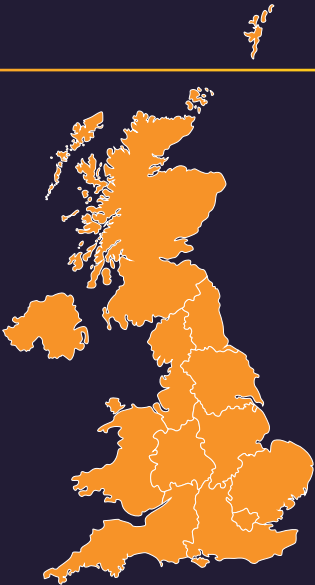
We were very disappointed to find that, despite the implementation of the GDPR, only 37% of brands had clear consent criteria. Without this, they run the risk of encountering serious legal issues.

We also found that despite the improvements to customer experience, the elements of ecommerce best practice we reviewed did not meet the standards set by other regions. Only 40% of brands sent an abandoned cart email. That's 20% lower than APAC, who sent the most cart recovery emails. As a key revenue-generating automation, these should be a central part of every brand's strategy.

At a glance

Average score

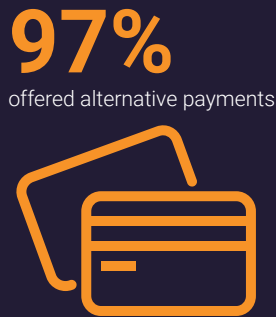
60%



Top 5 brands



Top stats for UK



USA

Across a range of industries, from fashion and sport to homeware and handmade goods, we evaluated the marketing tactics of 30 brands in the United States.

Maximizing impact and experience

93% of US brands sent us a welcome email upon sign-up. As a key automation, this set us up perfectly for the brilliant experiences that followed. The emails introduced the reader to new brands, and clearly set customer expectations. US brands have done a fantastic job improving the customers' shopping experiences. 90% of brands offered a guest checkout and 93% included alternative payment solutions. The region clearly understands the value of customer experience, in a drive to make the journey seamless at every opportunity.

They also had the second highest adoption rate for live chat. 40% of ecommerce stores have adopted the tactic. Overall, the experience beyond the email from US brands was superior to most others in the study.

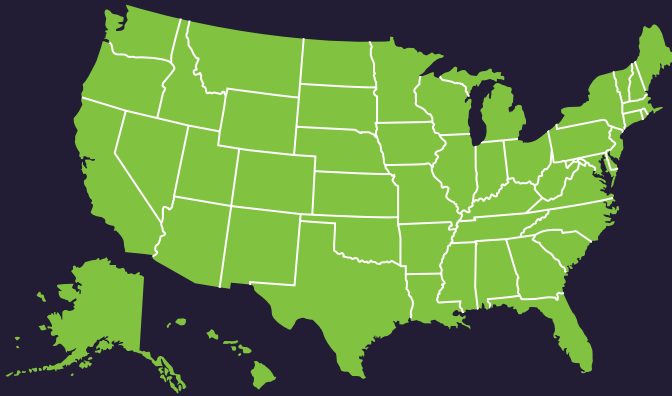
Social listening for continuous improvements

We discovered that US brands had made little-to-no improvement to their aftersales practices. 70% of brands are still failing to request reviews or feedback post-purchase. By doing this, they would encourage more brand advocacy, which is vital for ecommerce marketing success. Customers are increasingly turning to social media to highlight good and bad experiences, so by giving them a trusted outlet such as Trustpilot and Feefo, brands can easily identify areas of improvement and where they're doing well.

The US also had the lowest proportion of brands requesting feedback from unsubscribes. Only 23% of brands asked shoppers why they were choosing to remove themselves from mailing lists. Without this information, brands can't expect to improve the complete customer journey.

With the adoption of welcome programs, live chat, and payment options, brands are doing well to keep up with global trends. But, without tailoring their experiences to their audience based on feedback and reviews, US brands run the risk of blending in with the competition.

At a glance



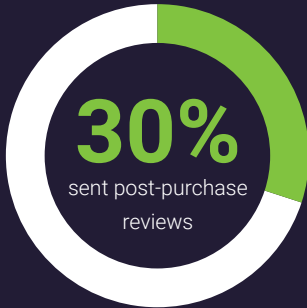
Average score

51%

Top 5 brands



Top stats for USA


























Scoreboard







KEY

UK EMEA APAC AMERICAS = EQUAL TO

Brand		Email experience /61	Omnichannel experience /24	User experience /24	Overall score /109
1	 MATCHESFASHION (UK)	51	13	19	83
2	 Gymshark (UK)	48	15	16	79
3	 Holland & Barrett (UK)	49	11	16	76
4	 boohoo (UK)	47	14	14	75
5	 THE ICONIC (APAC)	47	11	16	74
6	 Footasylum (UK)	43	13	17	73
7	 Norwegian (EMEA)	41	17	14	72
8	 The Perfume Shop (UK)	42	10	19	71
9	 OFFICE (UK)	40	13	15	68
10	 Made.com (UK)	43	9	15	67
=	 HipVan (APAC)	42	9	16	67
11	 Bluebella (UK)	45	7	14	66
=	 Cotton On (APAC)	43	5	18	66
=	 Volcom (AMERICAS)	43	8	15	66
12	 Mikasa (AMERICAS)	47	1	17	65
13	 The Warehouse (APAC)	43	5	16	64
=	 Surfstitch (APAC)	47	2	15	64
=	 Saucony (AMERICAS)	50	3	11	64
14	 Rebecca Minkoff (AMERICAS)	41	5	17	63
=	 The White Company (UK)	40	4	19	63
15	 JD Sports (UK)	35	12	15	62
=	 Matalan (UK)	38	6	18	62
16	 REVOLVE (AMERICAS)	35	10	16	61
=	 CHARLES & KEITH (APAC)	40	6	15	61
=	 G-Star RAW (EMEA)	40	5	16	61

Brand		Email experience /61	Omnichannel experience /24	User experience /24	Overall score /109
17	 Petmate (APAC)	46	1	13	60
18	 Fragrance Direct (UK)	38	8	13	59
=	 Hotel Chocolat (UK)	41	3	15	59
19	 Timberland (UK)	40	3	15	58
=	 Kitbag (UK)	41	1	16	58
=	 Smiggle (UK)	43	1	14	58
20	 Mothercare (APAC)	32	7	18	57
=	 Everlast (AMERICAS)	41	1	15	57
21	 Warehouse Stationery (APAC)	44	1	11	56
=	 Dick Smith (APAC)	38	0	18	56
=	 Pura Vida (AMERICAS)	39	1	16	56
=	 Happy Socks (EMEA)	37	4	15	56
22	 The Fragrance Shop (UK)	38	3	14	55
=	 Mountain Warehouse (UK)	40	2	13	55
=	 FC Bayern München (EMEA)	39	5	11	55
23	 Manfrotto (EMEA)	34	7	13	54
=	 HEMA (EMEA)	35	5	14	54
=	 Pandora (UK)	34	3	17	54
=	 Helly Hansen (EMEA)	37	3	14	54
=	 Sole Society (AMERICAS)	42	1	11	54
24	 Boden (UK)	35	4	14	53
=	 Sugafina (AMERICAS)	36	2	15	53
=	 Midwest Supplies (AMERICAS)	37	1	15	53
=	 Kylie Cosmetics (AMERICAS)	35	6	12	53
25	 Lele Sadoughi (AMERICAS)	33	4	15	52

Brand		Email experience /61	Omnichannel experience /24	User experience /24	Overall score /109
=	 Lush (UK)	31	8	13	52
=	 Laura Ashley (UK)	35	2	15	52
=	 Mighty Ape (APAC)	35	2	15	52
=	 Guardian (APAC)	34	1	17	52
=	 Caliroots (EMEA)	35	2	15	52
=	 Björn Borg (EMEA)	37	2	13	52
=	 Flight Club (AMERICAS)	37	1	14	52
26	 Lulus (AMERICAS)	30	5	16	51
=	 American Golf (UK)	28	7	16	51
=	 Shaver Shop (APAC)	33	2	16	51
=	 Scotch & Soda (EMEA)	33	2	16	51
=	 Lilly Pulitzer (AMERICAS)	30	7	14	51
=	 WE Fashion (EMEA)	35	2	14	51
27	 Wilton (AMERICAS)	32	1	17	50
=	 Zalando (EMEA)	26	7	17	50
=	 Harvey Nichols (UK)	30	7	13	50
=	 Feyenoord (EMEA)	30	2	18	50
28	 Victoria's Secret (AMERICAS)	24	5	19	48
=	 Andertons Music Co (UK)	26	7	15	48
=	 HealthPost (APAC)	30	2	16	48
=	 OnBuy (UK)	30	2	16	48
29	 Rough Country (AMERICAS)	30	1	16	47
=	 Little Tikes (AMERICAS)	39	1	7	47
30	 Brooklinen (AMERICAS)	28	5	13	46
=	 Lowepro (AMERICAS)	31	3	12	46

Brand		Email experience /61	Omnichannel experience /24	User experience /24	Overall score /109
31	 Bol (EMEA)	27	3	15	45
=	 Dymocks (APAC)	29	0	16	45
=	 Damart (EMEA)	32	0	13	45
32	 Harvey Norman (APAC)	27	3	14	44
33	 Lipsy London (UK)	14	13	16	43
=	 Intersport (EMEA)	24	2	17	43
=	 T2 Tea (APAC)	30	1	12	43
=	 Sony (UK)	31	0	12	43
34	 Tool Barn (AMERICAS)	28	0	13	41
=	 Superette (APAC)	21	7	13	41
=	 Jysk (EMEA)	27	1	13	41
=	 Bob's Store (AMERICAS)	27	2	12	41
35	 Beauty Pie (AMERICAS)	27	1	12	40
36	 Cycles Galleria (APAC)	25	2	12	39
=	 Cath Kidston (UK)	24	1	14	39
37	 Art Deco (EMEA)	24	1	13	38
38	 Coolblue (EMEA)	13	6	17	36
39	 CCS (AMERICAS)	20	2	13	35
=	 Heathcote Appliances (APAC)	20	0	15	35
40	 Danner (AMERICAS)	11	2	16	29
41	 Etsy (AMERICAS)	4	7	16	27
=	 Lululemon (AMERICAS)	11	1	15	27
42	 G2play (EMEA)	9	1	10	20
43	 Best Denki (APAC)	10	2	6	18
44	 Lazydays (AMERICAS)	6	0	5	11

dotdigital Engagement Cloud for ecommerce

In the world of ecommerce, brands need to stand out in an overcrowded inbox to maximize sales. With dotdigital's Engagement Cloud, it's easy to react and develop with the ever-changing retail landscape.

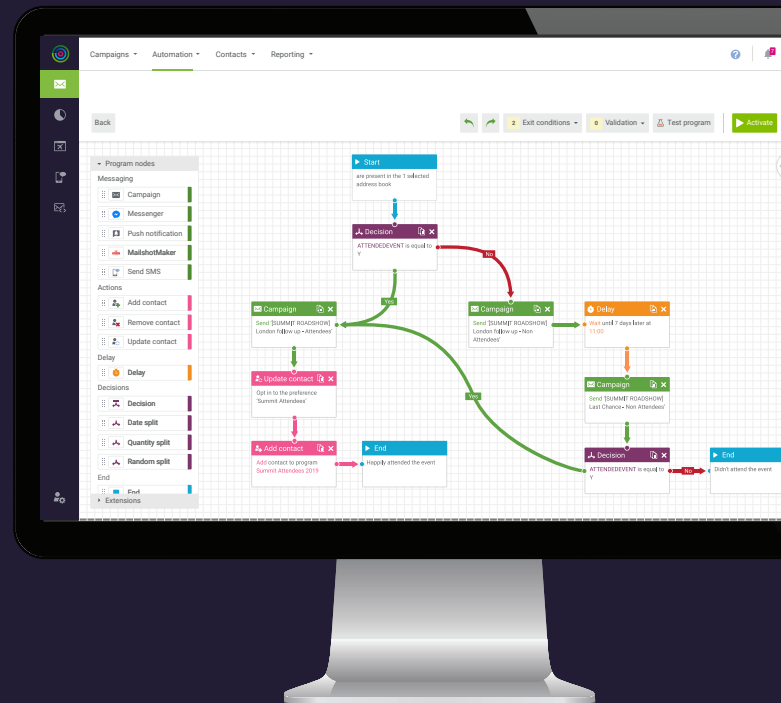
Boost every engagement and make memorable experiences that inspire customer loyalty.

It's a personal journey

Make every customer interaction as unique as they are. From SMS to two-way live chat, Engagement Cloud has the tools to help you reach the right customer on the right channel. AI-powered recommendation blocks push relevant products to convert shoppers fast, while custom data fields make hyper-personalization a reality.

Master lifecycle marketing

Engagement Cloud's powerful program builder empowers marketers to save time and money. With intelligent automations, key stages of the customer lifecycle can run smoothly in the background giving you more time to focus on ROI-driving campaigns. From welcome and abandoned cart to post-purchase, birthday, and re-engagement, Engagement Cloud has all the program templates you need to engage customers at scale.



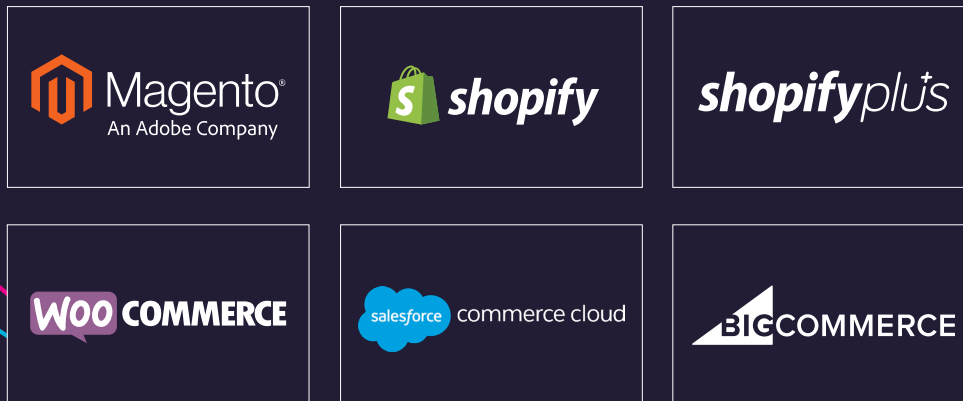
Boost impact with connected systems

Whether it's your ecommerce store, loyalty program provider, or review platform, connecting your systems boosts the impact of your marketing campaigns. Engagement Cloud integrates seamlessly with other apps and platforms to ensure your customer journeys are as smooth as possible. Segmenting your audiences and showcasing your goods and services is simple thanks to our platform that plays well with others.

With you all the way

dotdigital's team of professional services are always on hand as you grow and develop your business. Get the information and guidance you need, when you need it, from our deliverability experts, creative wizards, training gurus, and strategic marketing consultants.

Integrations



The team behind Hitting the Mark

Hitting the Mark is dotdigital's annual report, benchmarking the digital marketing tactics adopted by ecommerce brands around the world.

In this year's report we researched at a cross-section of 100 businesses across the UK, USA, EMEA, and APAC regions. Our aim was to discover the extent to which brands are meeting customers' rising expectations. As technology continues to progress, we wanted to gauge how far brands have come in adopting the tactics made possible by platforms like Engagement Cloud.

This year's edition is particularly special as it marks our twentieth year of empowering marketers with our powerful automation software. We hope it has provided you with the insight and inspiration to expand your marketing.

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Thanks to our contributors

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 **Sleeknote**

nosto 

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**YOT
PO.**



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