



Chiasso maximized ROI by targeting abandoned shopping carts.

Launched in 1985 and headquartered in Chicago, Illinois, Chiasso is a modern home furnishings retailer that offers inspired designs through its seasonal catalog, full-service web site, and recently-opened storefront. Chiasso presents an ever-evolving, clever collection of furniture, accessories, gifts, textiles, bed, bath and kitchen items.

Challenges:

- Convert lost revenue opportunities to new sales.
- Segment customer base to allow for targeting of customized messaging
- Ensure high rates of deliverability
 - Clean contact lists to regain and maintain whitelist status
 - Resolve web site bandwidth issues created by a reliance on an installed product (as opposed to a hosted, web-based service)

Solution:

- Sales
 - Use Bronto to engage contacts and capture previously unrealized revenue through "re-mailing" tactics.
 - o Reach out on a twice-monthly basis to registered customers who have abandoned shopping carts and offer a discount on their next purchase
 - o Resend message with new subject line to unopened emails
- Segmentation
 - Segment contact list by customer attributes and past email behavior to customize messages in order to entice targeted customers
 - Automatically add new contacts to appropriate segments based on criteria
- Deliverability
 - Increase deliverability rates with Bronto's whitelist status and continue to pursue reliable, trusted customer acquisition and retention strategies
 - Maintain a clean contact list – send a final incentive to any unresponsive, purchased contacts; those who did not respond to this call-to-action would be removed.

Results:

- Increased online sales to 70 percent of total company sales, up from 35 percent
- "Abandoned cart" email tactic results:
 - \$19,000 in sales without adding additional expenses in a five month period
 - Extremely high open and click-thru rates, with a 67.1 percent open rate and a 40.5 percent click-thru rate
- "Re-mail" tactics to unopened email results:
 - 443 additional sales for a total of \$36,016 from only six re-mail sends
 - 55.7 percent conversion rate

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