



ICUBESPRO

the digital catalyst

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**CREATING PARADIGM SHIFTS IN YOUR
EMAIL MARKETING USING iCubesPro
PREDICTIVE INTELLIGENT EMAILS.**

A case analysis from Gems & Jewelry industry

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Voylla, India's Leading online shop for Designer Jewelry achieved **4X** Uplift in Customer Engagement & Revenue from their email programs using iCubesPRO's Predictive Intelligent Emails Capabilities.



CHALLENGE



SOLUTION



APPROACH



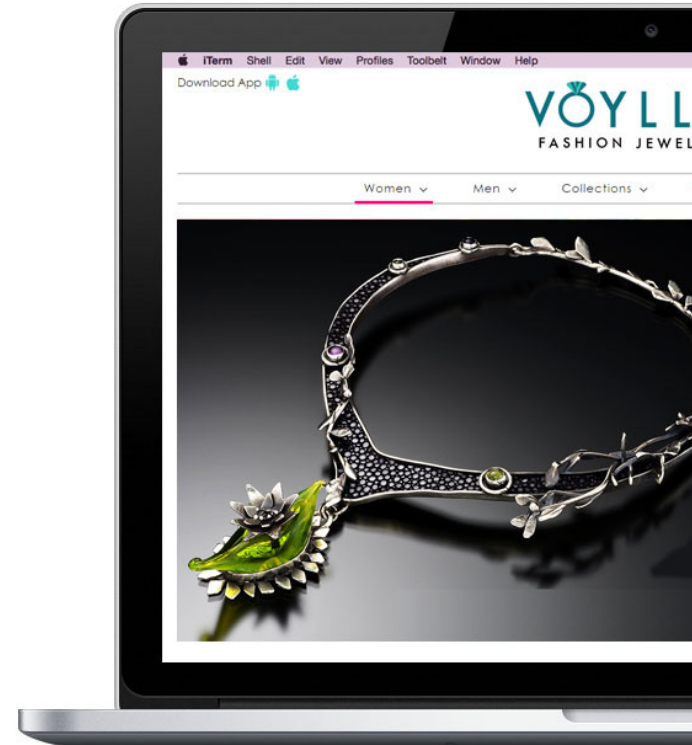
TAKE AWAY

CUSTOMER- Voylla.com

Voylla offers a wide range of designer jewellery & accessories for women, men & kids. Voylla is the sole name in the minds of millions when it comes to affordable, exclusive, standout jewelry pieces starring in a sumptuous & smooth shopping experience.

Over 500,000 customers have patronized Voylla.com, making the top jewelry site in India and across Asia.

Voylla coined from the French word, 'Voila!' meaning to suggest an appearance like its magic, the company envisions "whenever someone wears Voylla's jewelry, it becomes a magical moment for them" quoting **Mr. Vishwas Shringi**, Founder and CEO.



THE CHALLENGE

- Rising Customer Attrition
- Plummeting Customer Engagement
- Diminishing Revenue from Email Marketing

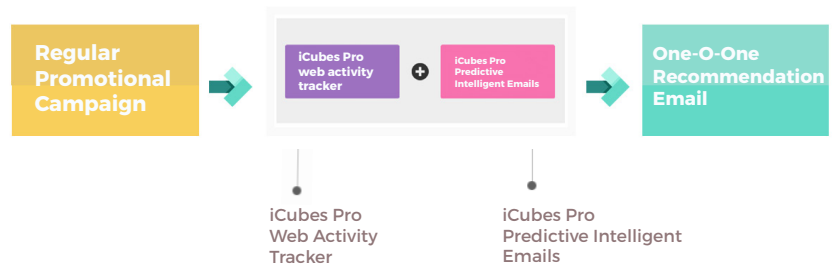


THE SOLUTION



User Engagement data points from prior email campaigns were collated, analyzed & custom audience segments were created using **iCubesPro Web Analytics capabilities**.

Each customer was targeted with highly precise, one-o-one email promotional communications via the powerful **iCubesPro Predictive Intelligent Emails**.



A photograph of two individuals sitting on a light blue couch. The person on the left is wearing a blue and white striped button-down shirt and tan pants, holding a white tablet. The person on the right is wearing a light blue denim jacket over a white patterned sweater and red leggings, with a silver laptop open on their lap. A semi-transparent grey rectangular box is overlaid on the center of the image, containing the word "APPROACH" in white, bold, uppercase letters.

APPROACH

DATA SEGMENTATION & CLUSTERING

- Customer database bucketed based on keywords and product categories.
- Programatic identification of trending products
- Programatic inclusion of most trending product groups and one-o-one recommendations creating powerful dynamic emails.

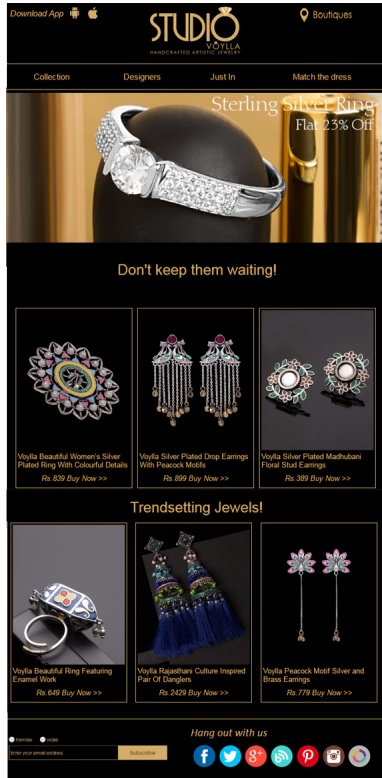
As a marketer if you truly believe in the power of email marketing, you should be smart enough to believe & act on every response of your list; either could be click, an unsubscription or a spam complaint even

...who has been gracious enough to share you her email address with your brand

Jacob M George,
CEO, Caspar Technologies



ICUBESPRO PREDICTIVE INTELLIGENT EMAIL



Exclusive Private Offer specific to each segment.

One O One product recommendation via iCubesPro Intelligent Recommendation Module.

Trending Product inclusion from the website feed.

RESULT

Standard Promotional Email Vs Predictive Intelligent Emails



Standard Promotional Email

Predictive Intelligent Email

15% - 20%



open rate

30% - 40%

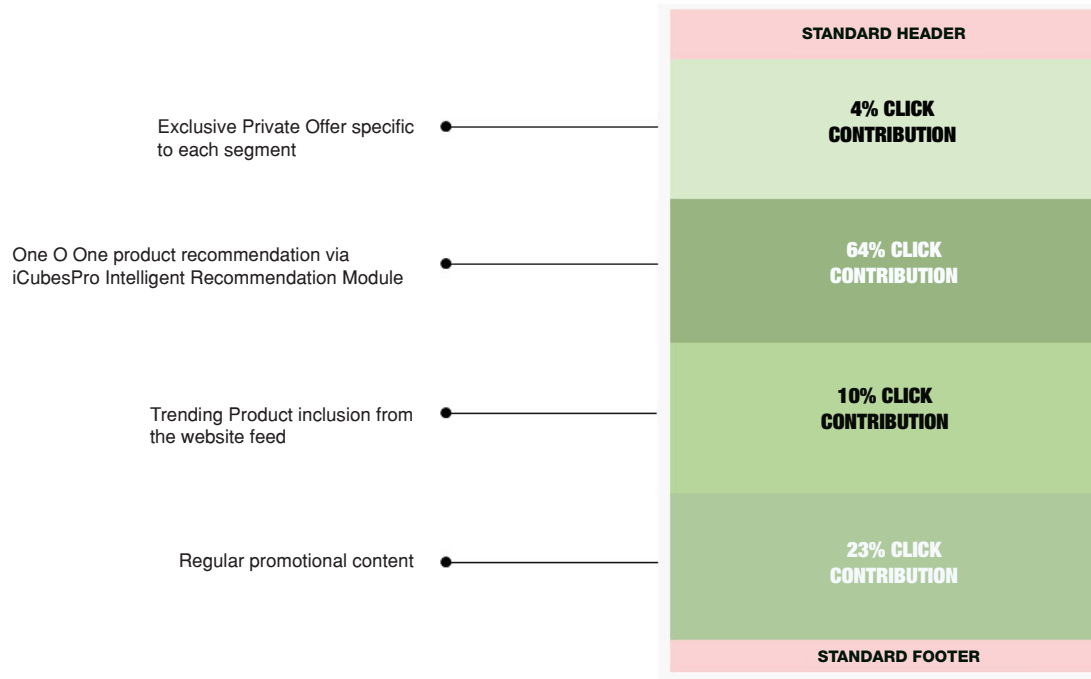
3% - 4%



CTR

18% - 20%

Predictive Intelligent Recommendations wins 64% of the total click throughs





TAKE AWAY

- 2.5 times uplift in open rate .
- 6 fold uplift in click-through rate.
- Predictive Intelligent Recommendations wins 64% of the total click throughs.
- Zero customer complaints.

TESTIMONIAL

“Caspar has been a great technology partner for us. The best to speak - Their technology being world class, scalable and most importantly a smart and proactive team of servicing managers, We as a company strongly believe in email marketing, look forward to invest more and iCubesPro team has played a pivotal role here.”



- Voylla Digital Marketing Team

