

INTERNET

## Triggered emails allow for online communication

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*BCBG Runway Savannah dress*

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By NANCY BUCKLEY

PALM DESERT, CA – Luxury brands typically provide in-store personalization that give consumers bespoke experiences, but translating that level of customer service to online communication poses several challenges.

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Executives from Bluecore and BCBG Max Azira Group, LLC spoke at eTail West Feb. 19 about their joint attempts to bring BCBG consumers an email experience that parallels the brand's in-store communications. Using data compiled from a consumer's interaction with a brand both in-store and online, trigger technology can provide users with specialized updated options to direct their attention back to a brand.

Matching in-store and online personalization can be done through trigger technology that provides users with updated options to direct their attention back to BCBG.

“A big portion of success comes from the fact that we decided to focus on the marketer,” said Fayez Mohamood, co-founder and CEO of [Bluecore](#).

“It is all about the customer journey, [but] while that is important, it is important to think about the marketer,” he said. “What about their journey?”

## Changing emails

BCBG jumpstarted its partnership with Bluecore within a few weeks. Its relationship allows the brand to reach consumers in a personalized and effective manner.

For instance, instead of sending a standard abandoned browser email, Bluecore and BCBG send an email that shows the products the consumer browsed and makes recommendations based on items that she was shopping. This email is sent three hours after she abandoned the browser.



*Mr. Mohamood with Bluecore*

Other trigger emails that are sent include an abandoned search. These ones are sent two hours after and show products related to her search and top sellers in the same category she was searching.



*Beth Monda with BCBG*

For those who did not convert, BCBG and Bluecore send an email of new arrivals. These messages use the consumer's past behavior to show them new options that may be of

interest.

Bluecore's technology automatically aggregates the data points of the items a consumer views and forms emails for brands based on each individual consumer.

Reaching out

Email campaigns have long been part of luxury brand campaigns.

For example, British fashion label Burberry promoted its autumn/winter 2014 campaign with an email blast sent to newsletter subscribers containing a behind-the-scenes video.

Instead of sending consumers to a landing page to view the video, Burberry embedded the 18-second film in the email, allowing consumers to watch without leaving their inboxes. This will increase the likelihood of Burberry's video being watched by consumers, as well as drive more traffic to the landing pages ([see story](#)).

Also, brands have typically focused on piquing interest and purchases in email marketing campaigns, but focusing on content and lifestyle can engage the consumer beyond their transactions, according to a Black Lapel executive at eTail West Feb. 17.

Black Lapel provides custom made suits for men, but the brand focuses on more than the suit and the service provided, it also turns attention to content that can enhance the brand. When emailing consumers providing more than call-to-action content can engage subscribers beyond transactions and can create a long-term relationship with them ([see story](#)).

"These emails are enterally incremental," said Beth Monda, vice president of marketing and ecommerce at BCBG Max Azria Group, LLC.

"The product did not exist on the site when [the consumer] was there, so this is entirely incremental, bringing her back into a secondary shopping experience," she said.

Final Take

*Nancy Buckley, editorial assistant on Luxury Daily, New York*

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