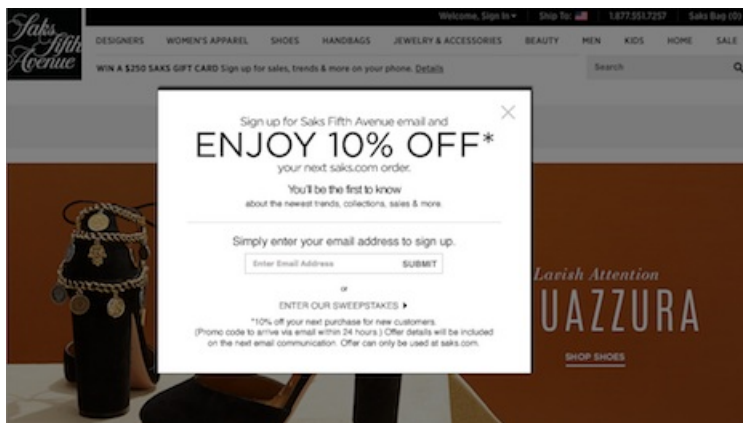


MARKETING

Gucci, Michael Kors among the worst brands at leveraging email marketing, says L2

April 25, 2017



Email clicks for Saks

By BRIELLE JAEKEL

Marketers should garner attention via email with personalized headlines that require little investment but offer dramatic results, according to a new report from L2.

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The "Content & Commerce Email Insight Report" shows that 43 percent of brands are leveraging email for abandoned carts, but only 7 percent include conversion incentives. Offering incentives such as free shipping can help alleviate abandon cart rates.

Email marketing

Brands should consider narrowing their email lists through segmentation. Open rates with smaller, more targeted email lists increase due to personalization.

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EDIT



Jimmy Choo email

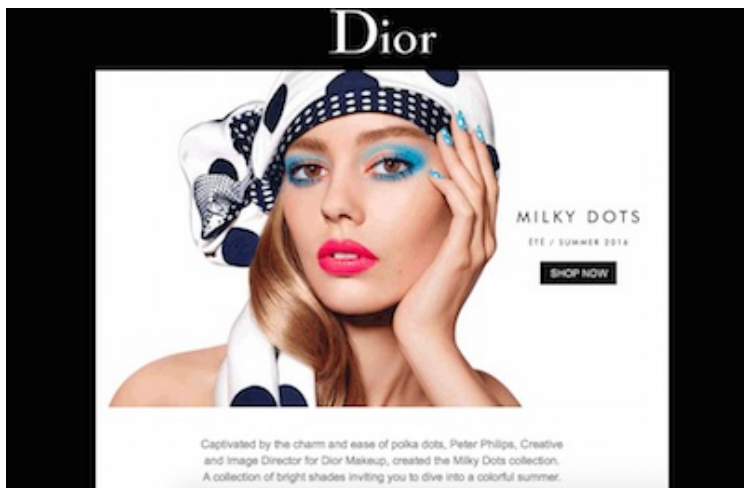
The more targeted lists saw a 25 percent open rate while the larger "spray-and-pray" campaign lists saw only 21 percent opens.

Making purchasing easier is another major tool marketers could be using through email. Adding a buy button within the email can drive sales.

L2's report showed that email had an impact on almost 20 percent of online sales last year.

Almost 50 percent of consumers from the United States and Canada claimed that marketers' emails were not relevant.

Only 23 percent of brands L2 looked at were able to send fewer emails and maximize results. 14 percent saw more than average open rates and frequency.



Dior email

Nordstrom and Sephora were among those of the top brands who are managing email marketing in a positive manner. However, Chanel, Estee Lauder, Gucci and Michael Kors were among the laggards.

Additional insight

When it comes to getting email marketing right, luxury brands are in a tough spot. Done correctly, email marketing can promote customer loyalty, generate more and bigger orders and ultimately increase your bottom line.

However, you also have a carefully curated brand to protect, and ensuring your digital marketing efforts always align with that image can be challenging ([see more](#)).

While standard email campaigns have become stale, kinetic email marketing optimized for mobile devices and with interactive elements can enhance click rates by almost 20 percent, according to a new report from Experian.

The report looked at the difference between static emails and more kinetic, interactive email marketing to gauge how much more effective the latter is than the former. The data found that kinetic emails performed significantly better than static in terms click rates and engagements from consumers ([see more](#)).

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