

Newsletters that sell bags

Highlights from a recent WRITE IN DANDERYD client project

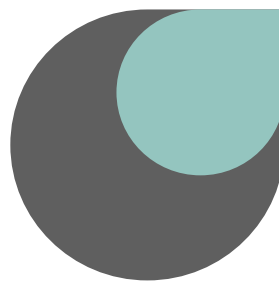
We supported a luxury handbag designer in their goal to grow their online sales. We reached out to their existing newsletter subscribers in a new format which reflected the current fashion for newsletter style and content. The new style put the brand's email marketing face in line with the other leading top-end designers. We used promotional messages to entice subscribers to buy specific products at specific times.

CLICK RATES

13.5%

MAX CLICK RATE
2.2% WAS LOWEST
AVERAGE **5.6%**
2.7% INDUSTRY AVERAGE

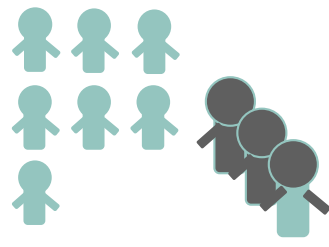
CLIENT PROFILE



SUCCESSFUL HISTORY
CRAFTMANSHIP
FOCUS
CONTEMPORARY
DESIGNER

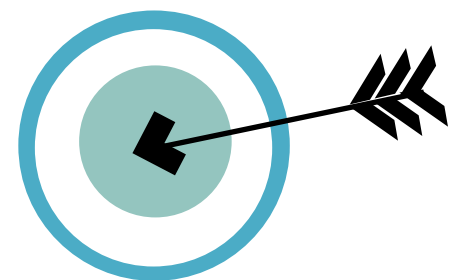
NEWSLETTER LOVE

25 OUT OF 100
SUBSCRIBERS
OPENED THEM



BENEFIT

EMAILS
CREATED
SALES



DIRECTLY AND OF PRODUCTS
WE WANTED TO SELL MORE OF

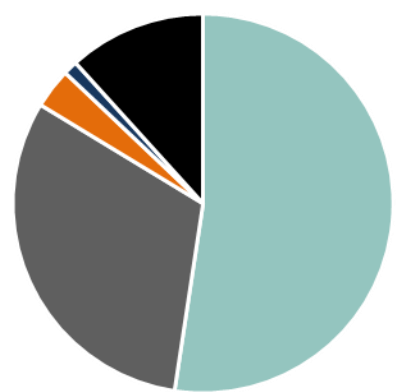
OPEN RATES

63.6%

MAX CLICK RATE
18.3% WAS LOWEST
AVERAGE **25%**
17.9% INDUSTRY AVERAGE

TIMING WAS COUNTRY-DEPENDENT

- USA
- UK
- CANADA
- SINGAPORE
- OTHER



BEST CONTENT



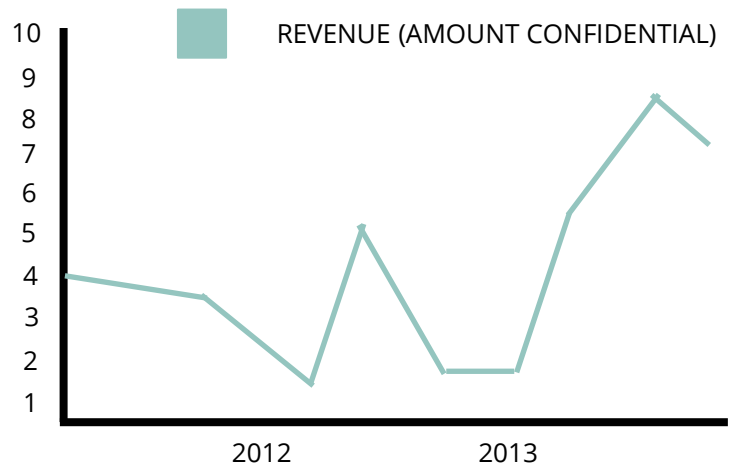
SALES ANNOUNCEMENTS
WERE RESPONSIBLE FOR
THE HIGHEST REVENUE

WORST CONTENT



CHRISTMAS MESSAGES
SENT IN NOVEMBER
WERE MOSTLY
IGNORED

PURCHASES FROM NEWSLETTER



PICTURES

SPEAK A THOUSAND WORDS
BUT WORDS HELPED TOO

