



TRANSFORMING DIGITAL DISCOVERY

Case Study: Pearl's Success Story Part 2

How Dearduck's toolset enabled the Texas retail destination to significantly increase engaged users and conversion.

CASE STUDY



Key Takeaways

PEARL HAD A 168.53% INCREASE IN THE NUMBER OF ENGAGED USERS WITHIN THE FIRST QUARTER OF WORKING WITH DEARDUCK.

The customers acquired through Dearduck were on average 2x more engaged than customers who were not.

Dearduck-powered emails drove 3x more purchase conversions compared to emails that were not powered by Dearduck.

+169%

Engaged users in one quarter

2x

More engaged compared to other customers

3x

More likely to convert than other emails

The Goal

**PEARL—A BELOVED AND INNOVATIVE RETAIL HUB IN SAN ANTONIO, TEXAS
—HAS A DEVOTED CUSTOMER BASE AND SOCIAL MEDIA FOLLOWING.**



They wanted to authentically engage with their customers beyond their standard practice of weekly promotional emails and retargeting based on past actions.

Because Pearl is so revered in its community, the marketing department knew there was room for improvement in customer engagement and conversion. Their goal was to have meaningful conversations with their customers about their lives and their interests while growing their open rates and conversion rates.

The Dearduck Toolset

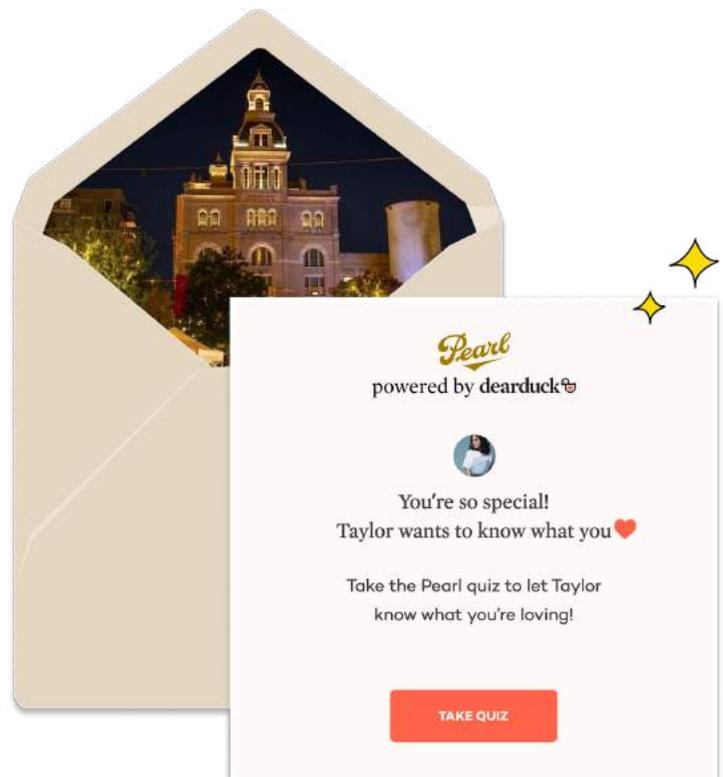
AND HOW PEARL USED IT

THE TOOLSET IS AN INNOVATIVE PLAYBOOK THAT ENABLES RETAILERS TO INCREASE THE LTV OF THEIR CURRENT CUSTOMERS AND REDUCE CAC BY USING DEARDUCK'S PROPRIETARY CUSTOMER-CENTERED STRATEGIES. BY FOCUSING THE ENGAGEMENT EXPERIENCE AROUND THE CUSTOMER ("IT'S YOUR FRIEND AMY'S BIRTHDAY NEXT WEEK!"), INSTEAD OF THE RETAILER, ("WEEKLY PROMOTION ABOUT THIS MONTH'S SALE!"), THE TOOLSET INTRODUCES A NEW PARADIGM THAT IS HIGHLY EFFECTIVE.

The toolset expands and customizes the customer interaction, which drives participation in significant numbers.

The centerpiece of the toolset is the interactive lifestyle surveys that form the basis for the dearduck profile, and the retailer's new, multi-dimensional view of the customer. Once the customer has discovered the compelling call to action ("Curate your Pearl experience!"), they enter their name, email, phone number, birthday, and answer questions about their style preferences, holidays, celebrations, affinity events (i.e., their love for LSU football games), upcoming trips, and life events (getting married, going on a honeymoon).

In effect, after the new customer has answered the survey, the retailer very quickly gets to know them very deeply, a process that historically took years and could never have reached Dearduck's level of specificity.





Think of it like a best friend knowing all your favorite things after years, along with the people that are most important to you and the events you're most looking forward to: with the Dearduck toolset, the retailer learns these after the first meeting. The wealth of first-party data—in contrast to a single email address—provided multiple new entry points for effective messaging from Pearl to their customers.

Whereas in the past, Pearl was only able to communicate about a customer's previous actions, using the Dearduck toolset, Pearl was able to engage based on the customer's very specific lifestyle. Pearl went from having a single trigger type for engagement to multiple triggers (events, affiliations, occasions, and geographical).



QUESTION 1
Hat lady?

Nope **Yes!**



QUESTION 2
Into local celebrations?

Nope **Yes!**



QUESTION 3
Shopping for kiddos?

Nope **Yes!**




10 DAYS UNTIL
Fiesta in San Antonio!
Shop your collection



Loved by Kate, Katy + 3 more

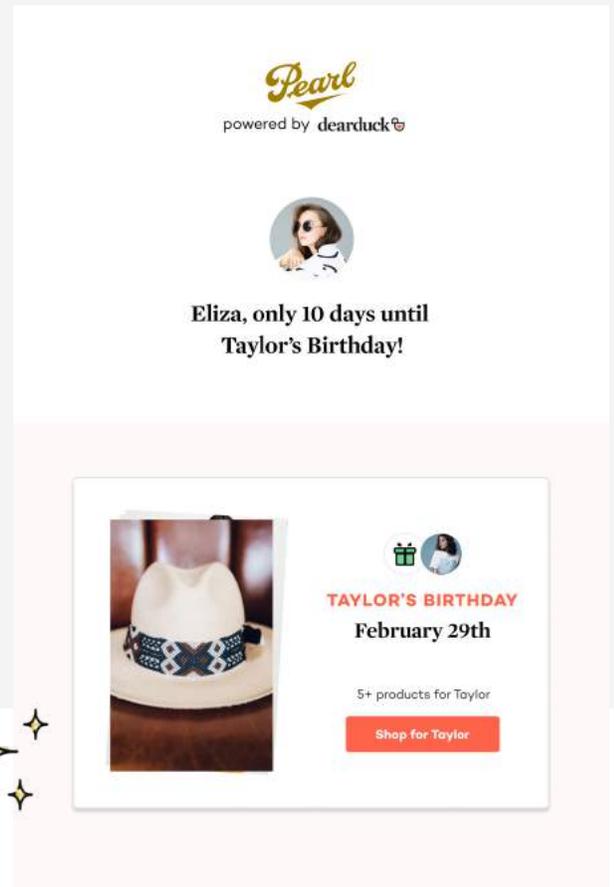
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In practice, Pearl was able to communicate with their customers about a variety of new, highly personal touchpoints, from friends' upcoming birthdays to specific upcoming local events.

For example, if a customer identified as a San Antonio resident who loved festivals in their survey, Pearl could then send them an email with a curated collection for the famous Fiesta festival. This component of the Dearduck toolset enables retailers to identify high-value, highly-customizable opportunities for engagement that are meaningful to the customer.

Built into the toolset is the dearduck curation engine, which filters customer preferences through the retailer's inventory and creates recommendations based on the data. So not only could Pearl send messages about a friend's upcoming birthday, but embedded are gift recommendations based on that friend's preferences. That message about the upcoming Fiesta festival, for example, arrived complete with outfit recommendations based on their preferences. The Dearduck curation engine enables an even higher level of customization that in turn increases the effectiveness of the engagement.

Another key piece of the Dearduck toolset is the invitations that customers can share with their friends to invite them to take the same survey. The network effect of the Dearduck toolset meant that each person who engaged with the toolset invited an average of 3 friends. This helps reduce CAC but also links customers together, giving Pearl an opportunity to create a compelling social experience through direct marketing.



The Results

WITH DEARDUCK

169% GROWTH IN ENGAGED USERS IN THE 1 QUARTER

With Dearduck, not only was Pearl able to send many more types of messages, they performed measurably better than their existing direct marketing messages and, better than the off-site retargeting ads. Pearl had a 168.53% increase in the number of engaged users within the first quarter of working with Dearduck, along with a 70% average sign-up conversion on all channels, which is exponentially higher than industry averages.

"With the dearduck toolset," Katy Aucoin, our CEO explains, "once the customer grants permission, we enable Pearl to engage with their customers in a completely customized way that goes far beyond current standard practice. Our toolset recognizes the customer as a multi-dimensional human with distinct friends, events, and interests, not just as a series of clicks. That knowledge in turn allows us to send direct marketing messages that pertain to their life in a unique way that's highly effective and engaging. The result was that Pearl could connect with their customers in a more authentic way while simultaneously benefiting their bottom line."

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"With Dearduck's customer engagement toolset, we've been able to build thousands of Pearl user-profiles and dramatically grow our email base while also increasing the overall engagement. The results were instant. Within the first quarter, we saw incredible results- far exceeding our expectations - especially as it relates to the network effect of growing our customer base and the quality of these new customers."

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- Elizabeth Fauerso, Chief Marketing Officer