

LEADING ONLINE GROCER GAINS 3X LIFT IN PURCHASES WITH PERSONALIZED MULTI-CHANNEL LIFECYCLE MARKETING

Redmart turned to Blueshift to solve the challenge of more effective lifecycle marketing, using personalization on email and mobile push notifications.

redmart

www.redmart.com

Online Grocery/Delivery

RedMart is the leading online grocery destination for Singapore. Millions of web and mobile customers buy groceries and household products from a catalog of over 50,000 unique SKUs, including fresh and frozen food, personal care, health and wellness, beverages, and baby & pet products. RedMart was founded in 2011 and were acquired by Lazada in 2016.

“Blueshift has helped us drive targeted lifecycle marketing, and dramatically improve our re-engagement rates. With Blueshift, we are now able to launch personalized campaigns on email & mobile app push notifications, and drive a consistent message across different marketing channels.

Todd Kurie, VP of Marketing | RedMart

Shoppers buy 3x more when online grocers personalize their shopping experience.

The grocery industry is globally shifting to an online shopping experience, from The United States, to Europe, and now to Singapore. Shoppers need a more streamlined, personalized customer experience to quickly find and buy products they need, as well as be exposed to a “visual” curated browsing experience. Redmart wanted to drive every website visitor to become a buyer, and subsequently a repeat buyer. However, every customer is different in their shopping preferences and frequency of usage.



3x

Increase in Purchases

across email and mobile push with personalized lifecycle marketing

THE BLUESHIFT SOLUTION

Blueshift's solution enables Redmart to launch personalized campaigns over emails & mobile push notifications based on deep segmentation and real-time behavior tracking.

RedMart chose Blueshift to help them with the following:

Automation of lifecycle emails

From user, to customer, to repeat customer, consumers needs at each stage of the lifecycle are very different. Redmart was able to easily automate campaigns for activation, engagement, and win-back for its website and mobile customers

Promotional mobile push notifications, deep linked to relevant content

Redmart launched several mobile push notification campaigns, with deep-linking, driving customers directly to each product or category.

Deep segmentation

With Blueshift's segmentation engine, Redmart found customers who had not interacted with specific features and created campaigns to increase awareness and engagement.

Real-Time Triggers

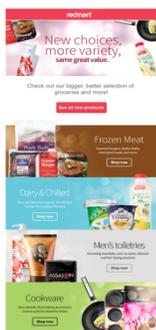
Customers show multiple behaviors across each channel. Redmart was able to automate several triggered reminders for customers, over email & push notifications.



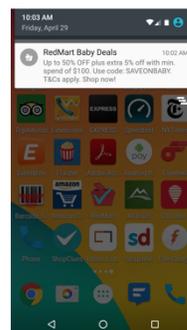
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Online Grocery/Delivery

- Triggers
- Segmentation
- Personalization
- Recommendations
- Email
- Mobile Push



Segmented emails around new products and feature education



Deep-linked mobile app push notification with personalized offer



CONCLUSION AND RESULTS

Blueshift enabled Redmart to launch personalized campaigns over emails & mobile push notifications that drove increased performance across email and mobile push.



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Online Grocery/Delivery

- Triggers
- Segmentation
- Personalization
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3x Lift in Conversion Rates
across email and mobile push with
personalized lifecycle marketing

150% Increase in Share of Revenue
from personalized email and mobile push
notification channels

Consistent Messaging across email and mobile thanks to cross-channel coordination.

By unifying CRM, clickstream, and online behavior into one platform that also ingests their entire ever-changing product catalog, Redmart could now push coordinated, relevant messaging to each individual customer across multiple channel without the fear of "mixed-signals". Plus, an added benefit was frequency caps on messaging to avoid messaging overload.

blueshift Programmatic CRM for Growth Marketers

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Blueshift is the leader in Segment-of-One marketing automation for B2C companies. Using the power of real-time segmentation and dynamic-content personalization, Blueshift enables marketers to automate individualized messages across multiple channels including email, push notifications, Facebook & SMS. Blueshift was founded by serial entrepreneurs with backgrounds at successful companies such as Kosmix (now @WalmartLabs) and Mertado (now Group on Goods). The company is funded by prominent venture capital and angel investors, including Storm Venture Partners, Luma Capital Partners and Nexus Venture Partners.