

How to grow e-commerce sales with data-driven content marketing



Penetrate



Consistent messaging



Physical availability



Mental availability

Friends of Classic Malts is a hugely successful, highly targeted content-based eCRM program promoting customer engagement, loyalty and front of mind awareness to over 200,000 consumers across 8 countries in Western Europe.

The challenge is to translate this to sales revenue growth.

To achieve this, Malts Global Brand Team created email campaigns around key calendar events such as Christmas and Father's Day, to drive online purchases through Alexander & James. Consumers were prompted to answer three questions about their Father, then served personalised Alexander & James gift ideas based on their answers.

As a result of this activity, more consumers have spent more money on more products, with year-on-year growth in all key metrics, including:

- **+26%** average spend per unit from £58.50 to £73.58
- **+11%** units per basket from 1.11 to 1.23 units per basket
- **+28%** average spend per basket from £75.52 to £90.52

Are you interested in delivering incremental sales through one-click-to-purchase communications?

Make the connection between mental and physical availability in a single click by telling powerful brand stories to targeted and receptive listeners. Contact diageodatanova@havashelia.com to find out how.



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