



# How a Leading Retailer Increased Revenue and Customer Engagement with Personalised Email at Scale

## Industry Insight

Most retailers believe improving email performance requires better creative or more campaigns. It does not. It requires better relevance. Customers do not ignore marketing emails because they receive too many. They ignore them because the content does not reflect what they want to buy. When every customer receives the same message, most of those messages will be irrelevant.

**The gap between what customers want and what they receive is where engagement and revenue are lost.**

## What This Was Costing the Business





- ❌ Generic campaigns with low engagement
- ❌ Missed opportunities to drive repeat purchases
- ❌ Irrelevant product recommendations that did not convert
- ❌ Underutilised customer data with limited impact on revenue



Case Study


## The Goal

Move from one-size-fits-all email marketing to a personalised communication strategy that:


-  Increases customer engagement
-  Drives higher average spend
-  Improves customer loyalty and lifetime value
-  Turns data into measurable revenue impact

## What Changed


### Every email became relevant to the individual

-  Instead of sending the same campaign to all customers, each email was personalised using real-time data, shopping behaviour and customer preferences. This ensured content reflected what each customer was most likely to engage with.


### Personalisation drove purchasing decisions

-  Subject lines, product recommendations and messaging were tailored to each customer, making it easier to discover relevant products and take action.




### Automation enabled scale without complexity

-  A custom personalisation engine integrated with the email platform allowed thousands of personalised emails to be sent automatically, without manual effort.

### Continuous optimisation improved performance over time

-  Customer engagement data was used to refine messaging and content continuously, ensuring emails remained relevant as behaviour changed.

## Results

-  An increase in customer spend, with recipients receiving personalised messages spending 1.74% more on average
-  A 2.03% uplift in total sales, directly linked to personalised email campaigns
-  Improved engagement, with open rates reaching up to 16% and click-through rates at 1%

By improving relevance rather than volume, the business turned a routine message into a consistent driver of engagement and programme value.

## Key Takeaway

Most retailers try to improve performance by sending more campaigns. This case study shows a more effective approach.

**You do not need more campaigns. You need more relevant ones.**

When email content reflects individual customer behaviour and intent, it becomes a reliable driver of revenue, not just awareness.

## See what Your Emails Could Be Doing

How much revenue are you missing from emails that are not personalised? Turn your customer data into measurable results with Everlytic.



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