

LANCASTER  
PARIS

# Reinventing the retail customer experience: How Lancaster maximized its online business.

Two years after integrating Emarsys:

**+140%**

Revenue through Emarsys

**6x**

revenue generated through automation

**+10pts**

Global CRM/ Revenue

**+33%**

Revenue recovered from lapsed customers



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LANCASTER has started using an advanced user-centric specialized tool, a flexible solution that is tailored to its needs. The Emarsys team’s high-quality service and support ensured the integration was fast and efficient, which for LANCASTER goes hand in hand with the prestige of the brand.

From winning back and reactivating customers, maintaining an active customer base, optimizing segmentation, automating omnichannel experiences, and improving the conversion rate to help uphold the prestige of the brand, LANCASTER is delighted with its choice, Emarsys.”

— Serge Martins, STUDIOS MERCURYA co-founder, LANCASTER spokesperson

## The Business

Established in Paris in 1990, LANCASTER is the gold standard in the world of affordable luxury leather goods. LANCASTER combines expertise and innovation, attracting customers through its wide range of designs, while offering a catalog of over 750 leather products per season.

LANCASTER products are available in 1,400 retail outlets, 100 department stores, and 18 branded stores.

In 2019, LANCASTER launched an online store to develop the company's digital commerce, and redefine its brand image and sales strategy.

LANCASTER needed a highly effective automated omnichannel program that matched the quality of the work carried out in its leather goods workshops, a tailor-made solution that could provide more precise targeting and deliver more relevant offers to win over new fashionistas and secure its reputation as a fashion leader.

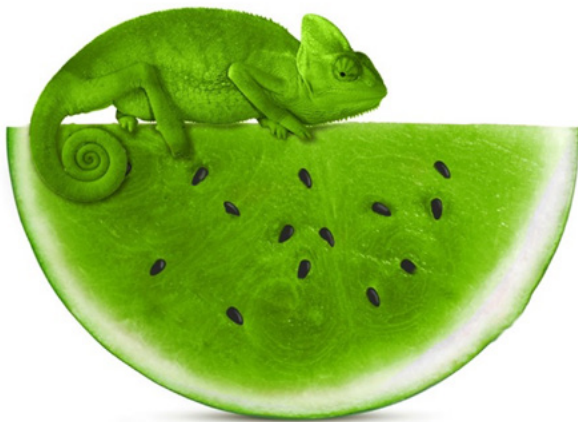
## The Objective

With digital sales on the rise, the brand has to be able to reach potential customers wherever they are at any given time. To do this, LANCASTER needs to better understand its audience and hone its sales strategy.

## The Challenge

A year after going live, the online store proved profitable with a 95% increase in e-commerce. Despite a strong email campaign open rate (40%), LANCASTER wasn't fully leveraging the potential in its data, and struggled to convert prospects. LANCASTER was not executing enough marketing communication, only sending out one or two newsletters a month with content that was more informative than engaging.

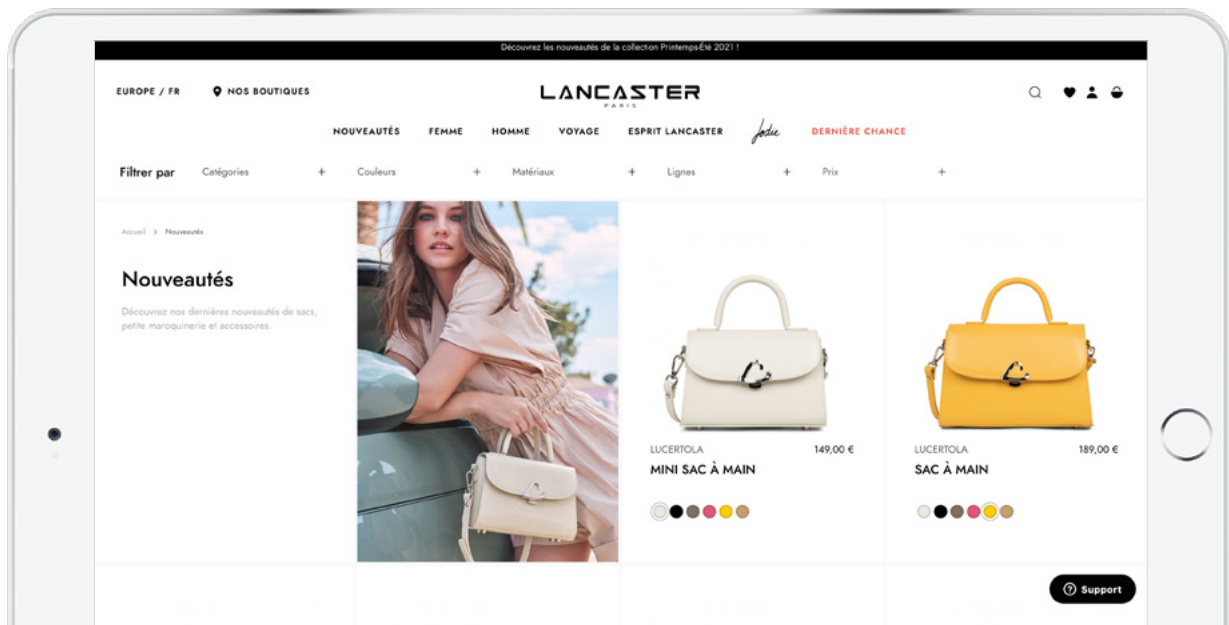
With no view of the complete customer cycle, a lack of purchase history, and insufficient customer engagement, LANCASTER did not have a proper understanding of its audience and was not optimizing its capacity to convert sales.



Up until now, brands have had to adapt generic software to suit their needs. But what if there was a program tailored to meet the demands faced by your business?

**“The best way to predict the future is to create it.”**

– Peter Drucker, theorist



## The Solution

To get up and running, LANCASTER needed easy-to-use software that would quickly adapt to their business requirements.

LANCASTER chose Emarsys as their retail platform, allowing the brand to integrate and manage fully automated omnichannel customer engagement, including purchase history tracking and advanced reporting features.

Emarsys offers an all-in-one solution with a user-centric marketing automation interface, independent of IT.

Emarsys forms a genuine partnership with their clients, and the Emarsys teams provide professional support for both installing and using the tool, which is a real plus for LANCASTER.

## The Result

By increasing its marketing outreach four-fold, maximizing deliverability, and addressing the disparity in open rates, LANCASTER optimized its segmentation and gained a better understanding of its audience via behavioral data.

With more targeted sales strategies, personalized offers based on customer personas, and quickly automated campaigns (Welcome, Birthday, Cart Abandonment, Post-Purchase, Win Back), LANCASTER has renewed its audience, increased revenue, and improved brand image.

