

B&Q Uses Kinetic Email Module to Increase Mobile Engagement 32%



32%

The largest home improvement and garden retailer in the UK and Europe increased their responder-to-open rates by 32% among club members using a kinetic email module developed by Oracle Marketing Cloud.

To keep up with the increasingly mobile consumer, retailers need to reassess the format of the emails they send. B&Q's marketing team was tasked with being more innovative with emails. The team needed a solution to boost engagement rates within the body of the email. "As we already experience high email open rates, we wanted to focus on increased engagement and more click throughs. We noted that customers were increasingly using mobile devices to open emails. By reaching customers on their device of choice with visually and creatively compelling content, we hoped to boost in-email engagement," says Christina Heaver, Email Planner, B&Q.

CHALLENGES

- Mobile in-email engagement rates
- Customer use of mobile to interact with email
- Tasked with being innovative in email marketing

SOLUTIONS

- Cross-Channel Marketing
- Responsive Email Format
- Kinetic Email Module

RESULTS

- 18% increase in responder-to-open rates with 32% increase among club members.
- 42,000 click throughs to the website.
- 30% decrease in time spent on email.

Oracle Marketing Cloud's development of the kinetic module for B&Q saw the company pilot an industry-first: an interactive responsive module which delivered effective results quickly. "Within the space of one campaign, we saw open rates increase by almost a fifth," says Christina. "We're offering customers something they've never been able to do before with modern web-like interactions within email on mobile devices. By providing this ability, we've seen customers spending less time on email, but engaging at a much higher level."

B&Q was able to target customers with visually appealing content and boost overall responder-to-open rates. Engagement rates rose by almost a fifth (18%) across 1.2 million customers, whilst time spent on the email decreased by 30%. B&Q learnt that the key to engagement was to deliver visually stimulating content in the most user-friendly manner possible. B&Q can now replicate the methods of this campaign to continue driving increasing engagement rates.

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