

Case Study: Forging Customer Loyalty

Challenge

With a high volume of orders per day through the OrderDynamics system, Curly Hair Solutions™ has access to detailed information about each order and Customer. This includes if they were a repeat buyer, which state/province they reside in, and whether the Customer originated from a Pay Per Click or other external online advertisement. Increasing sales through the existing Customer base was crucial for growth and had to be tracked accordingly.

“ The campaign tracking features really unlocked our ability to understand our online revenue. Combined with the ability to perform targeted e-mail campaigns, OrderDynamics has directly resulted in higher sales. I’d recommend it to any online merchant. ”

- Steven Torch, Co-Founder, Frizzoff.com

Solution

OrderDynamics Corporation recommended using eCast Manager, a build-in feature designed to manage e-mail based marketing campaigns and promotions. eCast Manager facilitates the highest level of e-mail marketing value that can be derived from an eCommerce environment. Immediately, Curly Hair Solutions™ can create targeted e-Cast campaigns, based on real transactional history driven by their live database and track the results of the campaign in real-time from initial Open rates all the way to a sale. Curly Hair Solutions™ now uses regular eCast campaigns to boost sales and repeat Customer business.

Benefits

- Increased sales by 15% monthly
- Increased campaign sales by 70% on average
- Easily create dynamic, targeted campaigns 4 times monthly
- Increased efficiencies and reduced costs managing systems by \$1,000 per month
- Real-time tracking of eCast views and statistics
- Closed the loop on determining the sales generated from a specific eCast



Company: Curly Hair Solutions™
Industry: Retail & Manufacturing
Web: www.frizzoff.com



About: Solving individual curl problems is the spark that started the evolution of Curly Hair Solutions™. How to create a series of treatments that would perform 100% of the time, on every curly head, in all weather conditions, without the use of silicones was the goal. Controlling curly hair should be as easy as adding water to your hair to control frizziness. It required years of research, thousands of curly haired volunteers' honest input and feedback and dedicated chemists. Curly Hair Solutions™ delivers their products and services through their retail location, The Curly Hair Institute and their eStore website www.frizzoff.com.