



SAILTHRU

How Magnolia Bakery Increased Sales With Better Customer Data

Founded in New York City more than 25 years ago, Magnolia Bakery opened its first outpost on a tree-lined street in Greenwich Village. Now, Magnolia is a globally-recognized brand with 10 brick-and-mortar locations in the U.S., a rapidly-growing DTC business as well as international franchises.

Credited with launching the cupcake craze of the last decade, the brand's signature buttercream frosting, red velvet cupcakes, and banana pudding have gained worldwide fame and loyal fans thanks to scenes in *Sex and the City* and *SNL*. No wonder the company is affectionately characterized as "the last place tourists go before leaving New York City."

Introducing the *NEW*
World-Famous
Banana Pudding
Variety Multipack

SHOP NOW

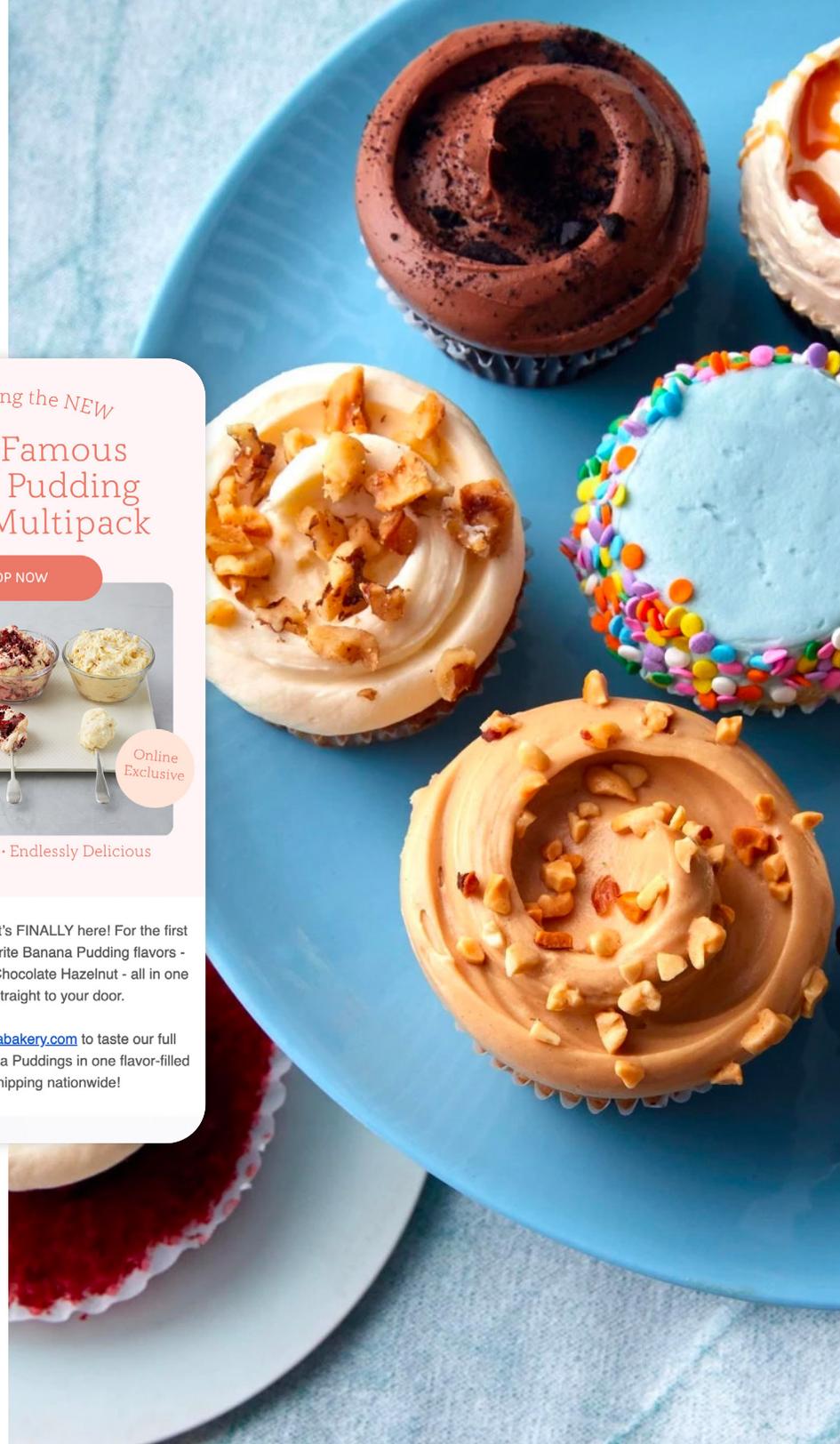


Online
Exclusive

6 Cups • 3 Flavors • Endlessly Delicious

You asked for it, and now it's **FINALLY** here! For the first time, try all of our fan-favorite Banana Pudding flavors - Original, Red Velvet, and Chocolate Hazelnut - all in one pack + shipped straight to your door.

Visit the all-new magnoliabakery.com to taste our full collection of famous Banana Puddings in one flavor-filled package, now shipping nationwide!



Acquiring Platforms That Can Grow with the Business

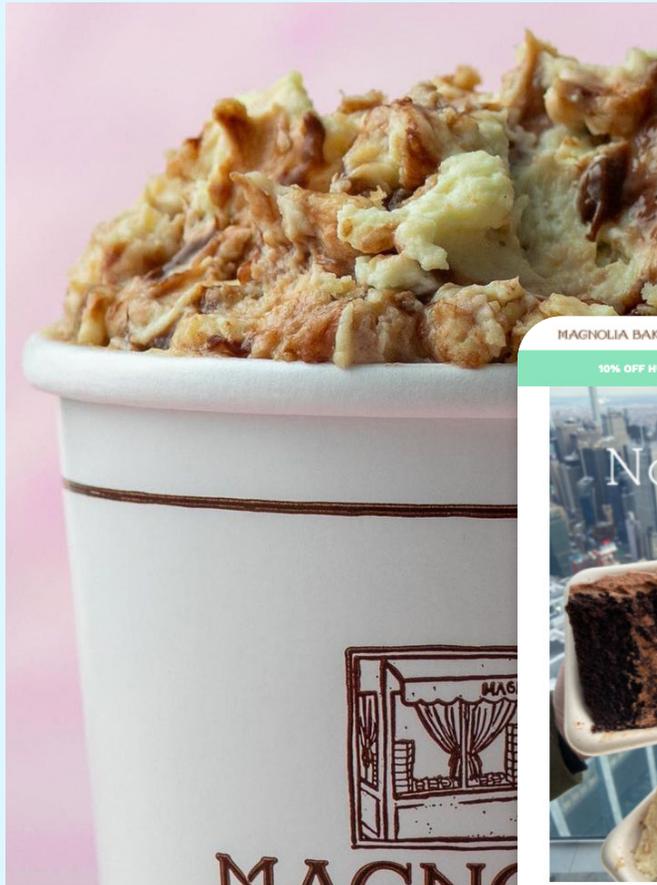
As Magnolia Bakery expanded from a local shop to a nationwide direct-to-consumer (DTC) business, the brand needed marketing tools that offered a holistic view of its customers. What were they buying? When? How frequently? Did it happen in-store, online for nationwide shipping, or for local pick up? Which treat did they love best? Which seasonal promotions delivered meaningful value?

Having outgrown its “batch-and-blast” approach to email marketing, **Magnolia Bakery was ready for an email service provider with sophisticated data capabilities that could integrate with its existing sales platforms.**

Magnolia knew the organization needed data and automation capabilities that could do two things:

- 1.) expand the size of its shopper database, while
- 2.) tailoring the brand's marketing efforts to each customer — making every experience unique.





MAGNOLIA BAKERY [SHOP VALENTINE'S DAY >](#)

10% OFF HUDSON YARDS ONLINE ADVANCE ORDERS!*

Now Open!

ORDER AHEAD



Our newest store in The Shops at Hudson Yards is now open! Visit us on the fourth floor for a cup of our world-famous banana pudding, a cupcake topped with our trademark swirl, a slice of our oh-so-delicious red velvet cake or any of your favorite Magnolia Bakery desserts.

Get 10% off your online order using the code **HUDSONYARDS** at checkout. Valid only for local pickup orders from our Hudson Yards location. Terms & conditions apply.*

*All users who checkout and complete an advance order for local pick up from Magnolia Bakery Hudson Yards at [https://magnoliabakery.com](#) between on January 20, 2018 and February 10, 2018 are eligible for 10% off their only one code HUDSONYARDS at checkout. Offer is not valid on any orders for nationwide shipping or at point of purchase in-store. Other restrictions apply, see full terms at [https://magnoliabakery.com](#)

MAGNOLIA BAKERY
— NEW YORK CITY —

The Benefits of Test-and-Learn Strategies (A/B Testing)

Magnolia Bakery partnered with Sailthru for both the seamless migration from its prior provider, and for Sailthru's highly sophisticated audience-building tools like Lifecycle Optimizer.

In order to gain a stronger understanding of their customers and purchasing habits, Magnolia and Sailthru immediately got to work A/B testing new promotions and product offerings.

The result? Instant insights into which products the brand's audience loves.

"I can spend 10 minutes building and testing new audiences and walk away learning something new that almost always makes our strategy more effective."

Adam Davis Media and Marketing Manager, Magnolia Bakery

Building personalized journeys, one customer at a time

When the brand launched its new website, Magnolia began integrating customer data from Shopify into Sailthru's email personalization tools. This integration allows the bakery to create customer segments based on purchases, browsing history, and geography. For example, Magnolia builds automated series of messages for different audiences, including a welcome series for new customers or offers based on past purchase behavior, abandoned carts, or product preferences for existing ones.

To make every new automated email experience possible, Magnolia uses Shopify to tag consumers based on their product preferences and location. Using that data, Sailthru and Magnolia create location-based messaging that serves personalized promotions to specific customers, neighborhoods, and "home" store shoppers.



Welcome

Thanks for signing up!

Congratulations! You're in for some very special treats like hearing first about our online exclusives, promotions, new products and updates on your local bakeries.

Visit your preference center now to customize what you'd like to see more of in your inbox – it'll only take a few seconds!

[UPDATE YOUR PREFERENCES](#)

MAGNOLIA BAKERY
NEW YORK CITY

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Questions? Contact hello@magnoliabakery.com
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Just Dropped!

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Chocolate Lover's Cupcake Assortment

Four Devil's Mocha, four Truffle, and four Chocolate Peanut Butter Cupcakes for the ultimate chocolate fan.

[SHOP NOW](#)

These tools also help Magnolia classify high-value purchasers, repeat purchasers, deal seekers, and gift-givers who ship a product to someone else outside their ZIP code. By identifying each of these segments, the brand can create custom campaigns that promote relevant products and fit each different audiences' needs.

Sailthru provides the granularity and strategy Magnolia needs in its emails, allowing the business a complete picture of its flows, customer journeys, and vital information regarding its unsubscribe data.

By utilizing test-and-learn strategies, Magnolia Bakery creates a continuous feedback loop that keeps its audience engaged.



Bleecker Street

Our original location opened in 1996 and is still as busy as ever, serving hundreds of locals and tourists every day. You've probably seen it featured in some of your favorite TV shows and movies!

Store Information

📍 401 Bleecker Street (at W. 11th Street)
New York, NY 10014
☎️ (212) 462-2572

🕒 Hours of Operation
Sun - Thur: 10AM - 9PM EST
Fri - Sat: 10AM - 10PM EST

SHOP STORE

For same day delivery,



Join our Newsletter

Get the freshest Magnolia Bakery updates and offers right to your inbox! Plus, enjoy 10% off on your birthday when you share the date with us!



Average time spent on-site for
Magnolia's email subscribers

▲ 35%

Conversion rates after
partnering with Sailthru

▲ 39%

Driving engagement and growing revenue through thoughtful strategy

Since partnering with Sailthru, Magnolia Bakery has seen a huge boost in both email opens and open duration — a change that directly drives revenue growth and longer term customer retention.

"On the days we send emails we see a six to eight percent revenue lift. By making our strategy more thoughtful, we've uncovered email as a gem for our business."

Adam Davis Media and Marketing Manager, Magnolia Bakery

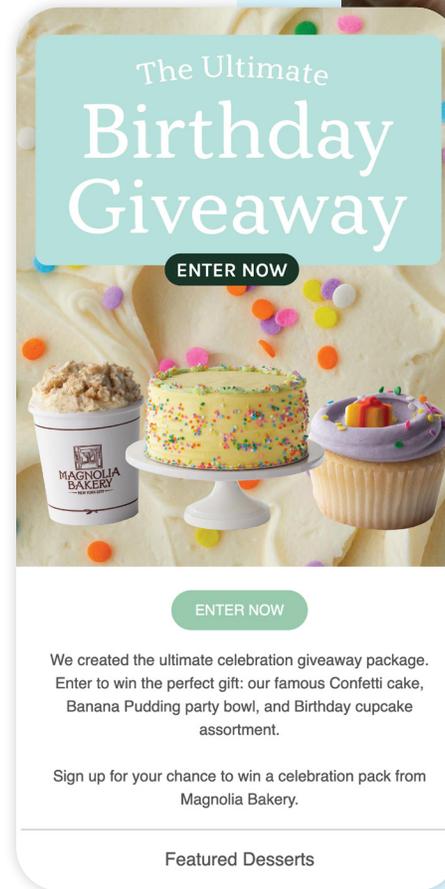
Additionally, **the average open rate for its email audience has increased by 36% over that span.** And audiences aren't just opening the brand's personalized emails, either; they're engaging with them at an unprecedented rate.

Generating revenue with personalized offers

Now that Magnolia drives audience engagement and email opens through the power of personalized messaging, the brand is experimenting with integrating its social media initiatives into email marketing strategies.

Recently the brand tested a paid social media campaign for its prospecting strategy. New customers were invited to register to receive welcome offers like 10% off and discounts on the shopper's birthday.

These tactics help Magnolia not only drive new leads, but also generate valuable revenue metrics that help inform future social strategy, SMS messaging experimentation, and cross-channel customer experiences.



The Ultimate
Birthday
Giveaway

ENTER NOW

ENTER NOW

We created the ultimate celebration giveaway package. Enter to win the perfect gift: our famous Confetti cake, Banana Pudding party bowl, and Birthday cupcake assortment.

Sign up for your chance to win a celebration pack from Magnolia Bakery.

Featured Desserts



About Sailthru

Sailthru, a CM Group brand, helps modern marketers drive higher revenue, improve customer lifetime value and reduce churn by using its powerful suite of connected capabilities. Sailthru's high-performance email, website personalization, mobile marketing automation, and unique integrations power new customer acquisition by leveraging machine learning and first-party data to easily deliver relevant, personalized engagement across all channels. The world's most innovative publishers, including Insider, Refinery29 and Food52, and the world's fastest growing ecommerce companies, including Everlane, Thirdlove and Thrive Market, trust Sailthru to help them succeed.

For more information, please visit www.sailthru.com.

The fastest growing retail enterprises trust Sailthru

EVERLANE

MZ WALLACE
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third  love