



# Acquiring and Growing Customers into Long-Term VIPs

How a multichannel approach with Sailthru boosted initial purchase conversion, repeat purchase rate, and lifetime value

Leveraging Sailthru technology, Raise has developed and implemented uniquely personalized communications to greet prospects and members at each step of the customer journey. The result: Engaged customers, a growing membership base, and an important foundation for long-term financial health.

**Working with Sailthru, Raise reassessed its strategy and uncovered key insights, such as:**

**40%**

of members move from the first order to the second within 30 days

**20%**

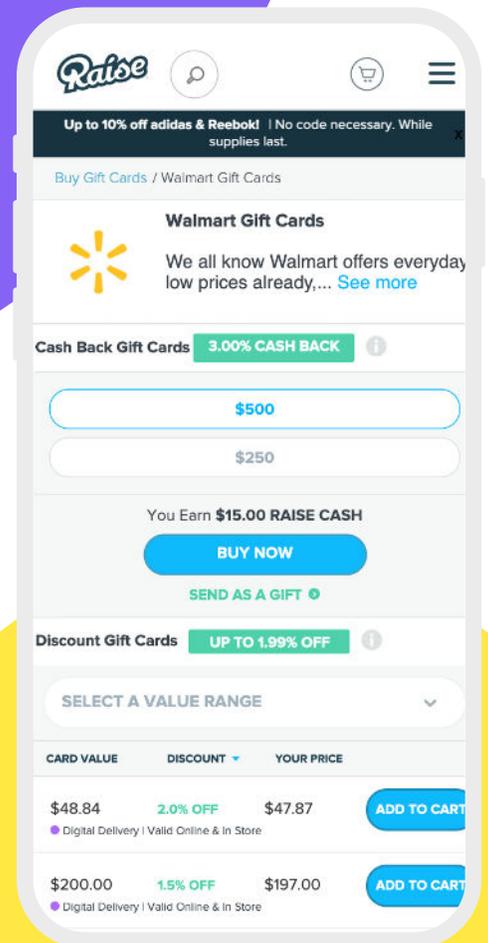
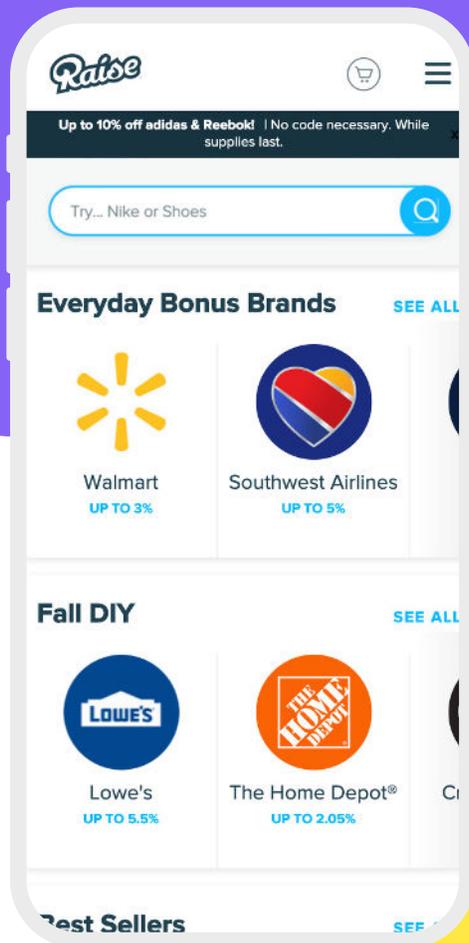
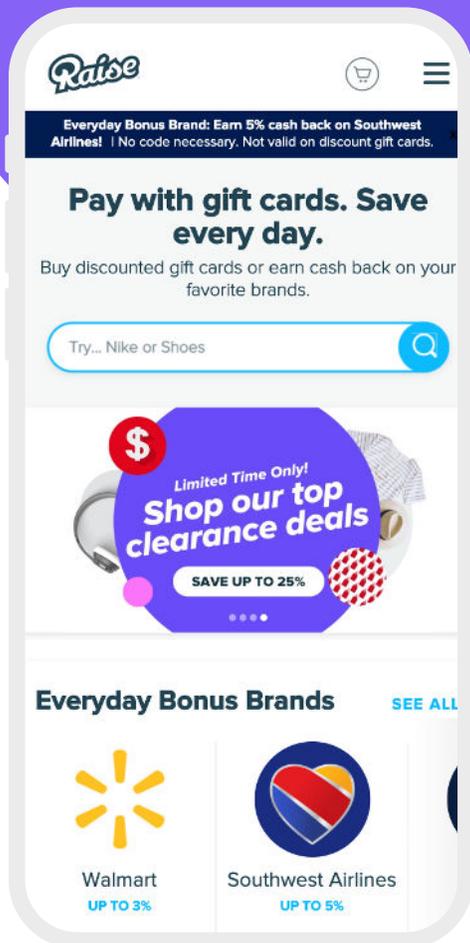
Of new members place their third order within 30 days

**81%**

chance that members who reach five purchases in first 90 days will continue buying

# Transforming Payments With Raise

Raise is a mobile payments platform that creates flexibility and savings for users while making gift cards massively more appealing. Using Raise's digital mobile wallet, customers can buy or sell gift cards at discounts of up to 30%, make purchases in-store or online, and earn discounts and cash back. Raise has more than 500 retail partners, supports more than 4,000 brands, and is welcomed at more than 300,000 locations nationwide. That makes it easy for Raise's 2.5 million members to save money while purchasing from their favorite brands.





“Sailthru’s client-first approach is second to none. **My Customer Success Manager truly looks out for the company’s best interest**, offering a variety of tools to drive conversions and revenue.”

Sarah Dorsey, Director of Email Marketing & CRM

# Partnering for Email With Impact

Given the importance of omnichannel messaging to its marketing and customer retention strategy, Raise set a high bar for its technology partner. Raise chose Sailthru because of its unique ability to offer:



Intelligent digital cross-channel campaign orchestration



A product that is designed to be used by marketers, without assistance from engineers



Easy A/B testing



Dynamic segmentation



Optimized audience building



Intuitive visualization of marketing lifecycles



Automation of repetitive tasks, allowing marketers to be more productive and strategic

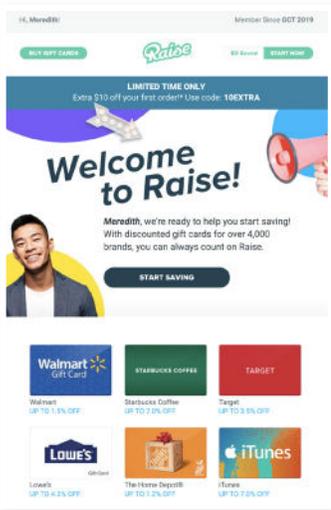


Superior support and account management

Raise knows that Sailthru is a partner that will help its business grow and evolve over time. Since their relationship began in 2017, Sailthru has completed multiple strategic business reviews for Raise, performed detailed data analyses, and provided ongoing support to the Raise team. Among other benefits, this ongoing partnership has led to the creation of 15 targeted flows that help Raise members remain enthusiastic and continue to engage, fostering member loyalty over the long run.

# How Raise Elevated Customer Acquisition

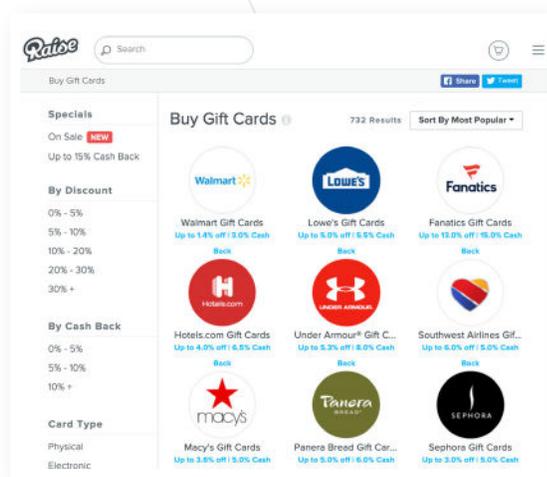
Sailthru enables the Raise team to be agile, leveling up their targeted communications without additional assistance from the engineering team. That lets Raise put more emphasis on customer acquisition; increased use of Overlays has been crucial to that success.



## EMAIL

### Welcome Email

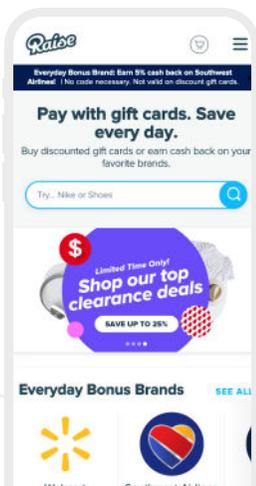
Raise doesn't waste any time welcoming new customers by putting their best put forward in their welcome email.



## WEB

### Onsite

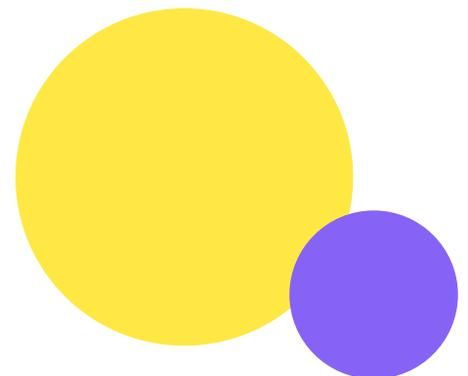
Customers can browse relevant offers and customize what they see seamlessly.



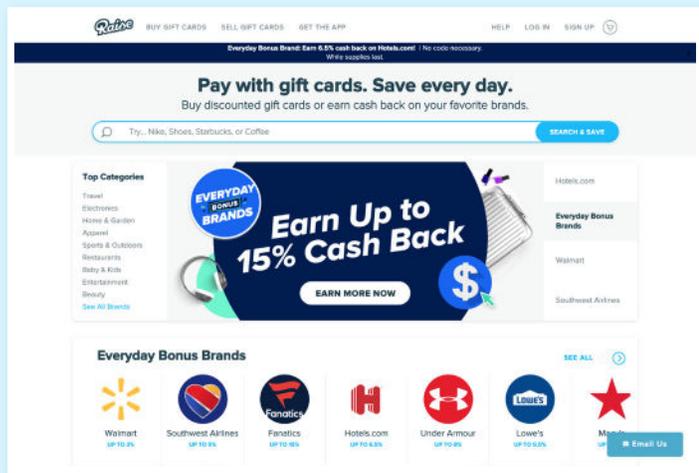
## MOBILE

### On the Go

Raise's app keeps their busiest customers engaged with an easy, turn key mobile experience.

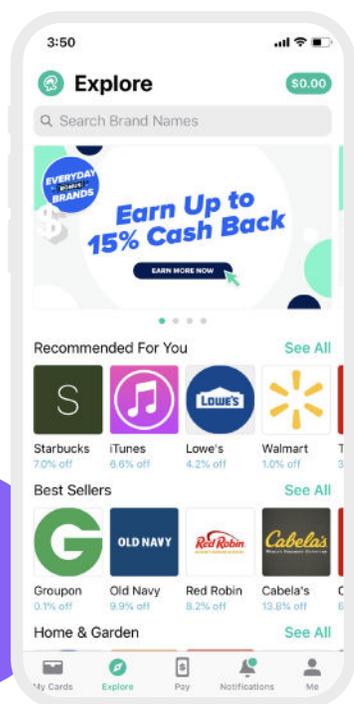
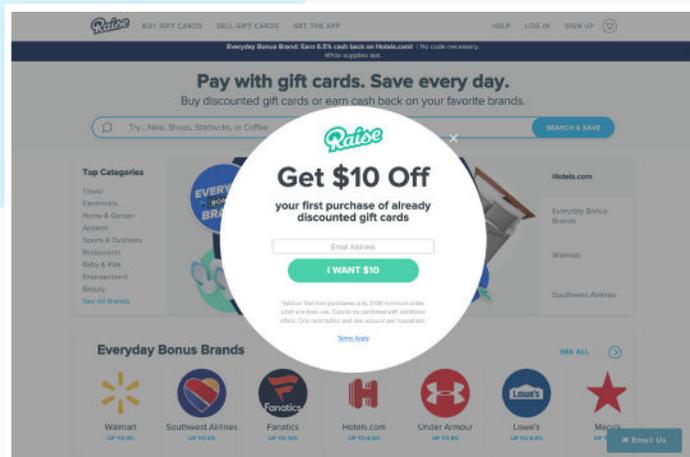


# How Raise Elevated Customer Acquisition



The modal on the Raise home page contributes to **20% of new signups** every month. It also drives **15% of new buyers** on a monthly basis.

An Overlay promoting a “\$10 off of \$100” encourages a higher average order value. Members who take advantage of this offer are actually more likely to go on to **make additional purchases: 44%**, higher than Raise’s goal of 40%.



Combining a “what’s popular” algorithm with interests determined by individual user profiles, Raise highlights brands that are relevant to members and have traditionally high conversion rates, including Macy’s, Best Buy and Nike. The result: a **10x lift**, in the form of higher clickthrough rates and increased revenue.

# A Welcome Series That Inspires Action

A successful onboarding series creates engagement from a customer's very first interaction with a brand. And what's the best way to maximize customer engagement, again and again? The answer is simple: Test, test, test! To determine which offer works best within its onboarding series, Raise looked to Lifecycle Optimizer, which makes A/B testing easy.

## Goal: Nurture Customers from their first purchase to their second

Promotion code delivered following the first purchase, to be used on second purchase



Promotion code delivered following the first purchase, to be used on third purchase (buy now, save later)

### Results:

Judging by traditionally short-term metrics, the "buy now, save now" and "buy now, save later" promotions performed equally well. But moving from first to third, the latter also inspired an additional purchase.

**40%**

Of members move from the **first order to the second** within 30 days

# A Welcome Series That Leads to Action

## Goal: Nurture Customers from their second purchase to their third

A straight-up promotion email

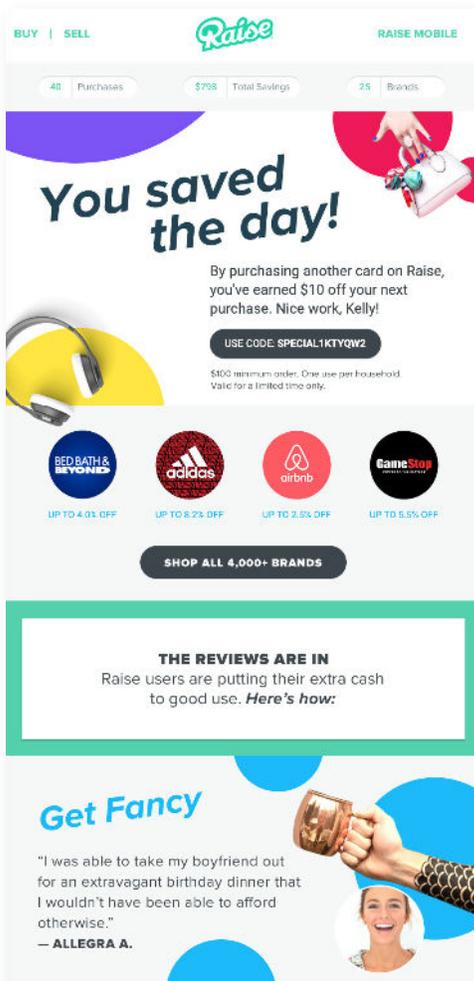


A "buy now, save later" email

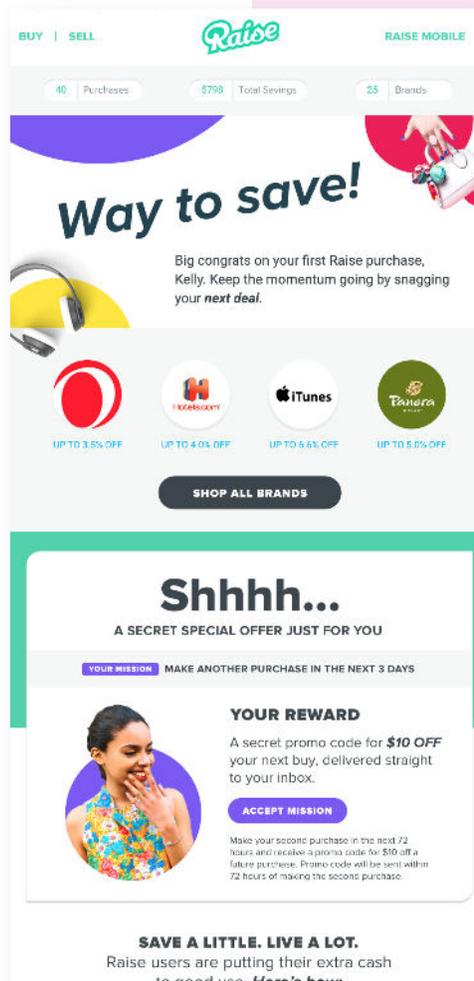
### Results:

"Buy now, save later" performed just as well as a straight-up promotion email. *That's a significant finding.* Not only is the promise of future savings just as compelling as immediate savings, but it led members to make their next purchase more quickly than the plain vanilla promotion email. Additional purchases bring Raise one step closer to creating a loyal customer – and better profitability.

Promotional Email



"Buy Now, Save Later"



**20%**  
The percentage of new members that place their third order within 30 days

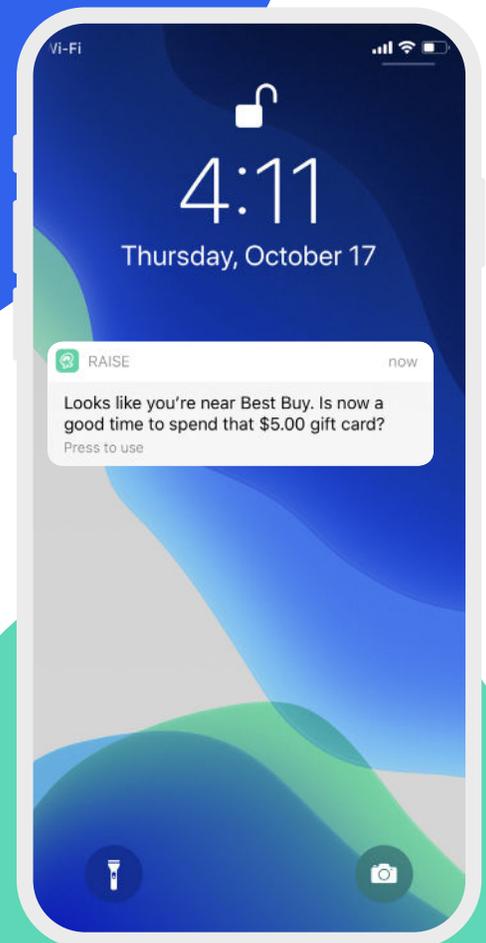
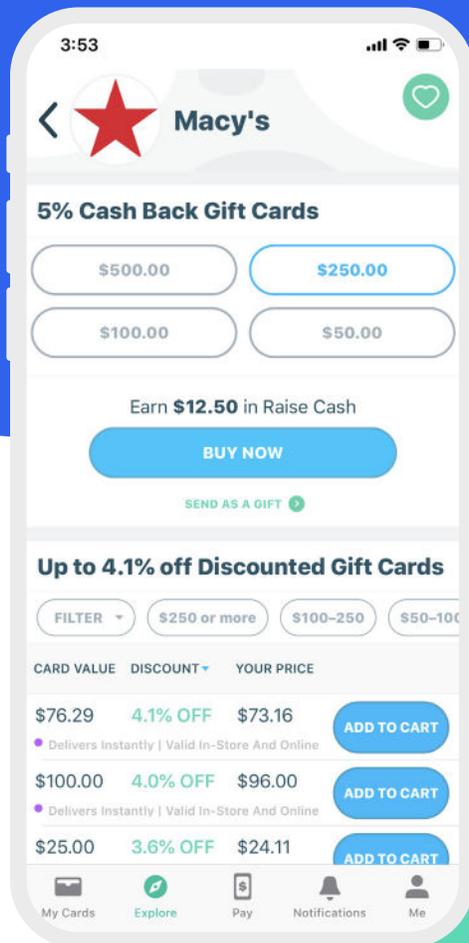
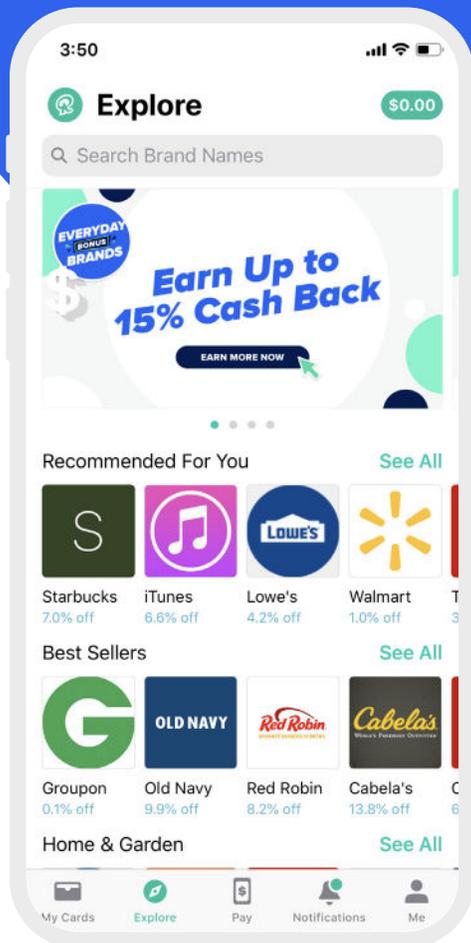
**81%**  
The likelihood members continue buying after they've made five purchases within the first 90 days of membership

### Rest Easy

"I saved an additional \$320 with sales and Raise on a mattress for my son. He

# Mobile and Lifecycle Marketing with Raise

Raise's platform is based on a mobile app that customers download to buy discounted gift cards, make payments, and earn Raise Cash. To get the maximum performance from its membership, Raise needs to meet them where they are: on their mobile devices. To leverage mobile messaging to its fullest, Raise uses Sailthru to map out retargeting efforts using mobile push. Some 30% of Raise's successful conversions come from mobile email and push notifications. Used effectively, these encourage brand-specific behaviors, general gift card replenishment, or a purchase.



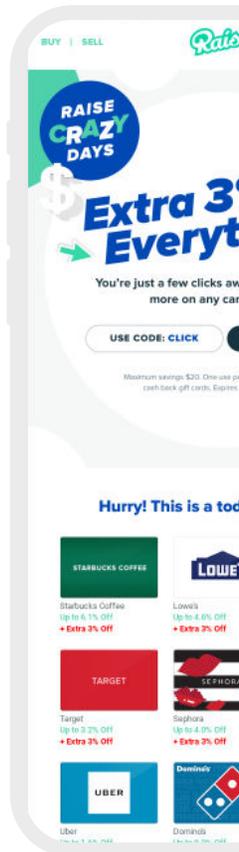
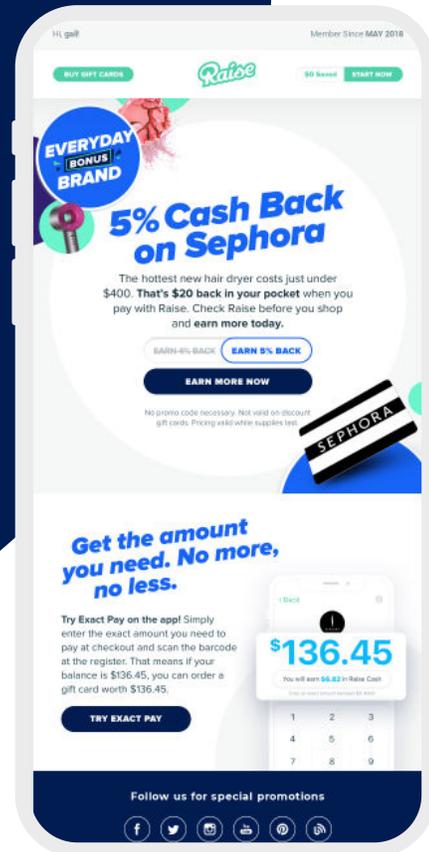
# Increasing Customer Value

Raise traditionally used a single, generic email flow to nurture new members. To make a greater impact, Raise needed the power of personalization.

To address each member at the most relevant points of their customer journey, with communications that directly reflect their progress, Raise turned to Sailthru. Sailthru supports 16 (and counting!) different flow entry points, enabling the creation of personalized messaging along discrete points in the customer journey.

## Raise now uses personalized flows for a wealth of uses, including:

- Welcome series for new buyers
- Welcome series for new sellers
- App installation or uninstall
- Re-engagement campaigns based on the number of purchases a customer has made
- Triggered emails after a defined number of days with no activity for a particular brand
- Replenishment campaigns when a member's gift cards are running low
- Browse abandonment



Best of all, Sailthru fully supports channel optimization. That instills confidence in Raise that the brand is always reaching customers on the channel where they're most likely to be receptive.

**SAILTHRU**

Success Story

## 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 Business Insider, Refinery29 and Food52, and the world's fastest growing ecommerce companies, including Rent the Runway, JustFab and Alex and Ani, trust Sailthru to help them succeed. For more information, please visit [www.sailthru.com](http://www.sailthru.com).

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