The benefits of switching to Ometria

The following retailers all saw significant improvements in their marketing performance after switching to Ometria. As a result of Ometria's actionable customer insights, intuitive marketing platform, and advanced testing and optimization, **retailers who switch to Ometria are driving more CRM revenue than ever.**

Are you leaving money on the table with your current email marketing tool?

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OLIVELA

Updating its welcome campaign led to a:

213%

increase in order rate

192%

increase in revenue from welcome emails

"Working with Ometria's platform and the team has enabled us to quickly pivot our strategy, discover new opportunities, and scale-up to drive revenue, which is particularly important during periods of global uncertainty. The strategic insights and recommendations from the team have truly been invaluable."

Amanda Griffiths, Senior Manager, CRM & Digital Marketing

Prior to Ometria, Ledbury was using an email marketing platform with limited ability to deliver actionable data and power truly impactful insight-led campaigns.

"Ometria has allowed us to expand our segmentation strategy, focus our multi-channel marketing, and has facilitated further growth of our brand through its platform and support team."

Graham McNeely, Customer Engagement Executive

LEDBURY

Ledbury needed a platform that could create sophisticated retention campaigns. As a result, Ledbury experienced:

55%

increase in orders from returning customers

50%

open rate from subscribers

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Hype.

Hype. wanted to re-engage the customers who had abandoned the site. Using Ometria, Hype. experienced:

43%

increase in revenue from returning customers

20%

uplift in repeat purchases

Hype. needed insights that empowered the Marketing team to create well-timed campaigns for shoppers who abandoned and personalised experiences for VIPs, without the need of additional stakeholders, like data scientists, to mine for learnings. They needed a platform that could provide all the heavy-lifting and work alongside the marketing team to advance retention campaigns.

With Ometria, the cross-channel campaigns synced seamlessly with email creating a consistent experience for all customers.

"Ometria has enabled us to seamlessly understand the user, and customer signals to build an effective, efficient and successful marketing program. It's allowed us to place the customer at the heart of our decision making."

Andy Boddy, Head of Digital at LuxDeco

LUXDECO

LuxDeco wanted to ensure that each customer was met with a personalized experience. As a result of working with Ometria, they saw:

107%

increase in lapsed customers "won back"

11%

uplift in AOV from emails

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VIVO

Vivo Life *"were looking for a technology solution provide genuine partnership in helping us achieve our commercial objectives, rather than just being a tool we pay for."*

"We wanted a solution that delivers connected experiences across all channels and devices, and Ometria offers us both the sophisticated tech and the ongoing partnership to take our CRM strategy to the next level through its Methodology. It will give the team access to customer insight that used to take hours to surface to offer our customers a more personalised marketing experience."

Amy Harman, Global Head of CRM & Customer Experience

Ometria is a customer data and marketing platform that helps retailers increase customer loyalty and CRM revenue by sending personalized marketing messages throughout the customer journey.

Ometria's proven approach to accelerating revenue – our Retail Success Model™ – is a **first-of-its-kind data science model for driving CRM growth in retail.** It combines four proprietary AI algorithms that analyse a retailer's CRM performance and deliver a bespoke marketing plan for reaching their revenue goals.

Retailers who use the **Retail Success Model** experience, on average:

2X

faster CRM growth

82%

increase in CRM revenue

Talk to the Ometria team about switching today, and **make sure you are getting the most out of your CRM.**

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