

Heavyweight CRM campaign delivery for Estée Lauder

- ✔ 21 brand and 75 markets
- ✔ High cadence campaign delivery with aggressive performance SLAs
- ✔ Sophisticated comms build to leverage dynamic content and personalization
- ✔ Enabled with Braze



Estée Lauder

Multi-brand, multi-market heavyweight campaign delivery

We worked with Estée Lauder Companies across their iconic brand portfolio of 21 brands, including Bobbi Brown, Jo Malone, Clinique and Aveda to build and deploy CRM campaigns for 17 EMEA affiliates, covering 75 markets.

ELC were rolling out Braze globally and looking for technical expertise in dynamic personalization and operational know-how to drive efficiencies.

Our ability to work with central marketing teams whilst supporting local markets to execute consistently and effectively has been key to our success.

1,643 Emails updated/created Sept-Dec 2022

95% Delivery within SLA

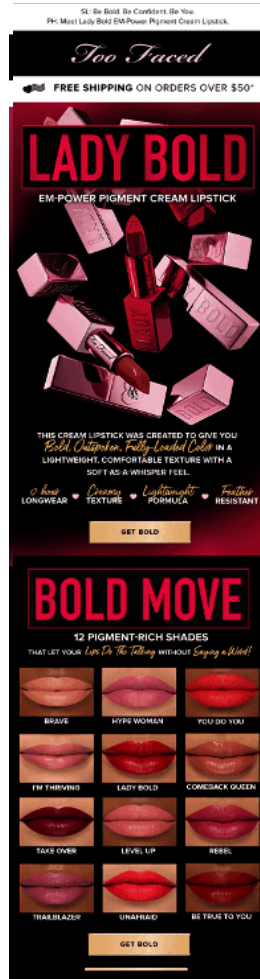
braze Planned, delivered & optimized in Braze

IRIS

Across an array of 1:1 and CRM communications such as lifecycle triggers (e.g. Welcome, Lapsing) and seasonal events (e.g. Black Friday, Christmas) Iris' remit includes:

- HTML build
- Customer journey design and build
- Audience selections
- Test, learn and optimisation
- Performance reporting

We are delivering a very significant volume of CRM campaigns with operational excellence.



MOISTURIZERS BESTSELLERS NEW & NOW OUR STORY

Clinique : Purchase history personalization

To support the launch of products which come in different shades or colors, email creative is personalized to reflect a customer's purchase history and show the version that matches their needs



Personalized Content

based on a user's past purchases

