VIDEOEMAILEXPRESS
by LIVECLICKER

Express Case Study

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Express drives high conversion rates and revenue with Video Email Express

Goals:

- Drive increased revenue per email delivered
- Increase conversion from video viewers
- Extend the brand via video in email

Challenges:

- Lack of prior experience with video in email
- Few case studies to gauge likelihood of success
- Small changes to deployment process required

About Express

Express is a specialty apparel and accessories retailer of women's and men's merchandise, targeting the 20 to 30 year old customer. The Company has over 30 years of experience offering a distinct combination of fashion and quality for multiple lifestyle occasions at an attractive value addressing fashion

needs across work, casual, jeanswear, and going-out occasions. The Company currently operates more than 600 retail stores and also distributes its products through the company's e-commerce website, www,express.com.

More than a mere retailer, however, Express is a well-cared-for lifestyle brand. It is the must-have sexy, sophisticated fashion brand for work, the weekend, or going out. It's what's new and what's now for young fashion-forward women and men.

Express' email program is characterized by edgy and engrossing creative that embraces the chic lifestyle of its clientele. Email messages regularly use bold and sexy images of models donning the latest Express apparel in locations or situations that align with the brand promise. For Express, email messages are both a direct marketing vehicle; but they are also a way to keep the brand and it lifestyle it represents top of mind with the customer base and deliver an exciting fashion experience.

VIDEOEMAILEXPRESS

Proving the value of video in email

Express uses video on its website to promote seasonal launches of new clothing lines. Video is embraced because it can communicate the experience of what it's like to own and "wear the lifestyle" more than images alone.

Still, prior to engaging Video Email Express, Express had never added video directly to its email messages. "It is common for new Video Email Express clients to have never used video in email before," said Justin Foster, GM Video Email Solutions. "That is because without a tool like Video Email Express, it's impossible to avoid rendering or deliverability issues with video in email."

"Easily avoid rendering and deliverability problems with Video Email Express"

The Express email marketing team had wanted to add video to email for years, but was held back by lack of technical support among mail clients. Additionally, it was unclear that video in email could drive sales or engage shoppers better than video on landing pages.

After reviewing examples and capabilities of Video Email Express, Express decided it was time to start using video in email. In line with the Express philosophy of embracing new, exciting, and promising trends, Express decided to "go big" and employed video in email to promote its Fall 2011 Collection Launch.

A video showcasing the Fall 2011 collection "hitting the streets" in New Orleans extolled the excitement of the launch. Video shot in the heart of the French Quarter, complete with a custom outdoor catwalk highlighted the Fall Collection as one containing pieces that were fresh, hip, and sophisticated.

Shots of New Orleans musicians with trumpets and trombones were intermixed with catwalk footage, headshots, and New Orleans landscapes to complete the look. At the end of the thirty-second video, viewers were left with a sense that the Fall line was a "must have."

Of course, beautiful creative does not guarantee strong results. To validate video in email was driving more than brand appeal; Express deployed its Fall 2011 launch campaign in two equal segments. The first segment contained Video Email Express' patent-pending embed code, which detects the mail client in use by the recipient in real-time, as the email is opened, then dynamically serves either a full video with audio, a silent animated .GIF or .PNG, or a static image, depending on the capabilities of the mail client in use. The second segment received an identical subject line and creative, except instead of using the Video Email Express embed code, a static image was included in the place where video would have rendered in the Video Email Express version.

Following the conclusion of the campaign, Interactive Marketing Specialist Stephanie Busack commented on the performance of both groups. "At the end of the deployment, the Video Email Express version drove 55% more revenue per email delivered than the group that was served just the static image in email." She also noted an improved conversion rate for the Video Email Express segment. "Conversion rate was 33% higher overall as well for the group served video." Through the campaign, Express was also able to determine that 66.5% of its audience was able to see a full video with audio in their email client. Fewer than 15% of the audience was served a static image by the Video Email Express embed code.

"In the case of Express, embedding video in email via the Video Email Express embed code was able to drive significantly improved results that were validated both in gross revenue and in higher conversion rates," said Foster. "Still, perhaps just as importantly, Express was able to translate the excitement of their brand to a channel that previously was unable to support such rich messaging. Extending video to email in this case actually helped the brand move forward."

"Video Email Express drove 55% more revenue per email and a 33% higher conversion rate than emails without video."

Stephanie Busack,
Interactive Marketing
Specialist, Express

Results

- 55% improvement in revenue per email delivered, based on a 50/50 AB split test
- 33% improvement in conversion rate for Video Email Express segment
- 66.5% of the audience received video in email using the Video Email Express embed code