

dotmailer

hitting the mark

Nordics edition 2017



Executive summary

The digital marketplace is one where small, savvy businesses have the power to compete with established giants. As a result, big-name brands must stay on top of their game and businesses in all sectors need to engage with their customers and use the sophisticated email marketing tools that are widely available.

Meanwhile, customers are becoming increasingly sophisticated and demanding, expecting a multichannel experience, greater personalization and timeliness, and more granular control over their marketing communications. However, as we discover in this report, many Nordic brands are missing out on customer experience opportunities by favoring less-advanced email marketing techniques, losing opportunities to build brand and convert sales.

We believe it's time for the industry as a whole to rise up and adopt tactics that are proven to drive up ROI and customer satisfaction. Email is a marketing channel that can deliver returns of more than €30 for every €1 spent (DMA Email Tracker Report, February 2017), yet it's clear that a substantial proportion of brands are leaving money on the table.

Elements of this research study may surprise you, particularly as we highlight the easy opportunities that are being missed by companies of all sizes in all sectors. However, this report also draws attention and gives credit to the Nordic brands that are blazing a trail through their use of sophisticated and compelling email marketing and customer experience techniques.

Hitting the Mark Nordics Report

In our Hitting the Mark Nordics report, we went beyond measuring emails to evaluate the multichannel experience of 20 retail brands. Our research involved objectively scoring each company on the shopping experience and reviewing marketing and transactional emails. As an email marketing automation provider, we realize that email spans the end-to-end customer journey – so it's important to take a holistic view.

The 2017 report features a varied sample of Nordic retailers, revealing both the winning techniques and the pitfalls from which you can learn. We hope this version of Hitting the Mark will equip you with a comprehensive level of insight and inspiration for your own campaigns and strategies.

hitting the mark

Key findings

A surprising number of brands failed to send us a welcome email, with just 6 of the 20 retailers utilizing this basic automation program

Almost half of retailers see the value in delivering abandoned cart emails to rescue potentially lost sales

Email relevancy is at a low in the Nordics, with basic segmentation targeting adopted by just 5 of the 20 in our sample

71% of retailers offered alternative payment options such as PayPal in our flagship 2017 Hitting the Mark report, yet in the Nordics just 25% retailers provide this convenience

Contents





















The brands	4
The methodology and research process	6
Learning from the pros	8
Conclusion	22
Musti ja Mirri	28
Zalando	32
H&M	34
Norwegian	36
Björn Borg	38
Åhlens	40
Gymgrossisten	42
Caliroots	44
Muuto	46
Fjallraven	48

Haugenbok.no	50
Digishop	52
Tokmanni	54
Coolshop	56
Jysk	58
Coverbrands	60
Helly Hansen	62
Verkkokauppa.com	64
IKEA	66
Webhallen	68



The brands

Our sample of 20 brands is a varied mix of retailers from the Nordics region.

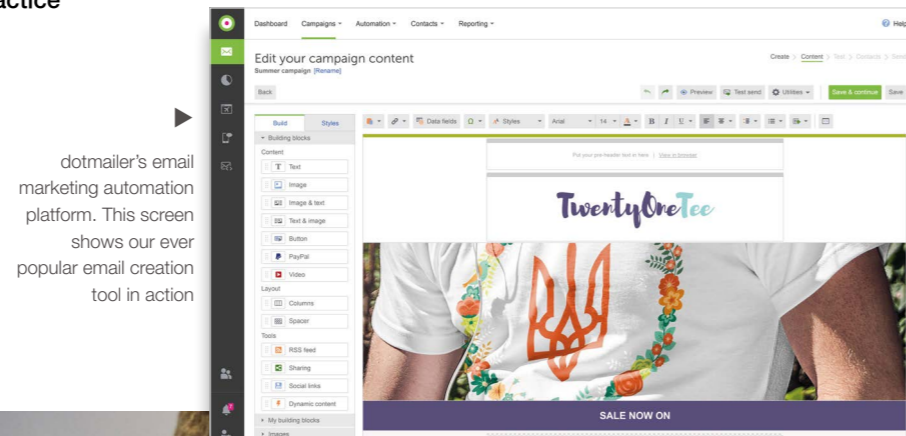
Overall winner  PAGE 28	 PAGE 32	 PAGE 34	 PAGE 36	 PAGE 38
 PAGE 40	 PAGE 42	 PAGE 44	 PAGE 46	 PAGE 48
 PAGE 50	 PAGE 52	 PAGE 54	 PAGE 56	 PAGE 58
 PAGE 60	 PAGE 62	 PAGE 64	 PAGE 66	 PAGE 68

The platform that empowers marketers

dotmailer is a data-driven multichannel provider with a strong industry presence of more than 17 years. We've helped thousands of businesses achieve growth and this report is borne out of our passion to share best practice and recognize excellence.

The platform

Our email marketing automation platform enables companies to use behavioral and transactional data to design, test and send powerful campaigns. And with an ever-growing directory of apps, you can choose the integrations that suit your business and not be stuck with the ones that don't.



dotmailer's email marketing automation platform. This screen shows our ever popular email creation tool in action

The people

From consultants to marketers, our 200-strong team is spread across key time zones around the globe. However, we are all united by one goal: a dedication to making dotmailer the best it can be.

The report

We spend every day helping customers develop their marketing strategies and achieve dramatic results. Our annual Hitting the Mark benchmarking report is an extension of this desire to support businesses on their journey to success.

// dotmailer has empowered my entire marketing department to design, build and execute email campaign strategies.

Timothy Shepherd,
Barclays



The methodology

In this extended version of our Hitting the Mark benchmarking report, we home in on a range of retailers to understand the level of email marketing maturity in the Nordics in 2017.

How was this year's sample selected?

We wholly recognize that it's not always the biggest and well-known brands that are delivering outstanding experiences to customers. Often, it's the smaller companies, unburdened by legacy systems and lengthy processes, which can act in a more agile way and achieve success among their rivals. This belief is reflected in our choice of 20 small, medium and large companies.

Hitting the Mark reveals the minds behind these retailers' marketing and customer experience strategies, and is designed to give you the insider's view that you often crave on your competitors.

How was the research process conducted?

We acted as secret shoppers and took the linear journey of a typical consumer. This involved creating a buyer persona and measuring how companies reacted to the trail of implicit and explicit data we provided during the relationship

The research process followed a six-week period of analysis and we completed the following actions on each brand's website:

- Created an online account
- Signed up to the brand's mailing list
- Browsed the website and made a search
- Added a product to the shopping cart and abandoned the site
- Returned to the website and purchased a product

We reviewed the communications that resulted from our engagements with each retailer, and which you'll find in each brand's evaluation spread.

Drafting in the specialists

We work with some wonderful partners who are trailblazing the martech world – and we invited two of them to get involved in this version of Hitting the Mark.



Klevu is an advanced self-learning site search solution for ecommerce stores, with customers including Yamaha, Jack Daniel's and Agent Provocateur. Klevu evaluated the search experience of the 20 brands in our sample and you can read their write-ups on each retailer's spread.



Nosto provides brands with an easy way to deliver personalized shopping experiences to customers, wherever they are. Some of its products include on-site product recommendations, personalized website popups and social ads. Nosto reviewed the emails sent by the brands in our sample to see who's doing well and who can improve.

Newsletter sign-up

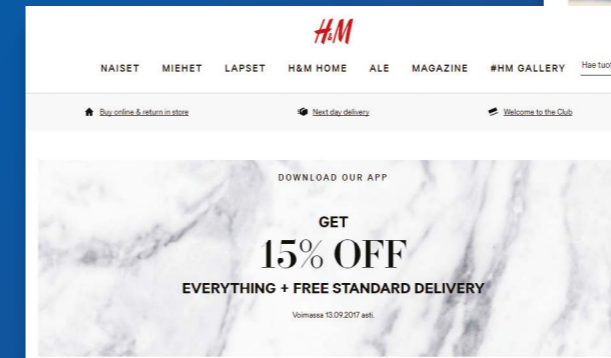
Building an email marketing database of engaged prospects means capturing the contact details of your website visitors, regardless of whether they've committed to a purchase or not.

Visiting your site alone represents a strong interest in your brand; therefore, you should make it a priority that users convert, at the very least, to an email signup. There are a number of tactics you can employ to grow your contacts list; however, the most popular and successful are sign-up forms displayed on the homepage and in the footer, as well as pop-ups that are prominent yet smart.

Newsletter sign-up and account creation made up part of the HTM Customer Experience score. We evaluated each brand on the following elements:

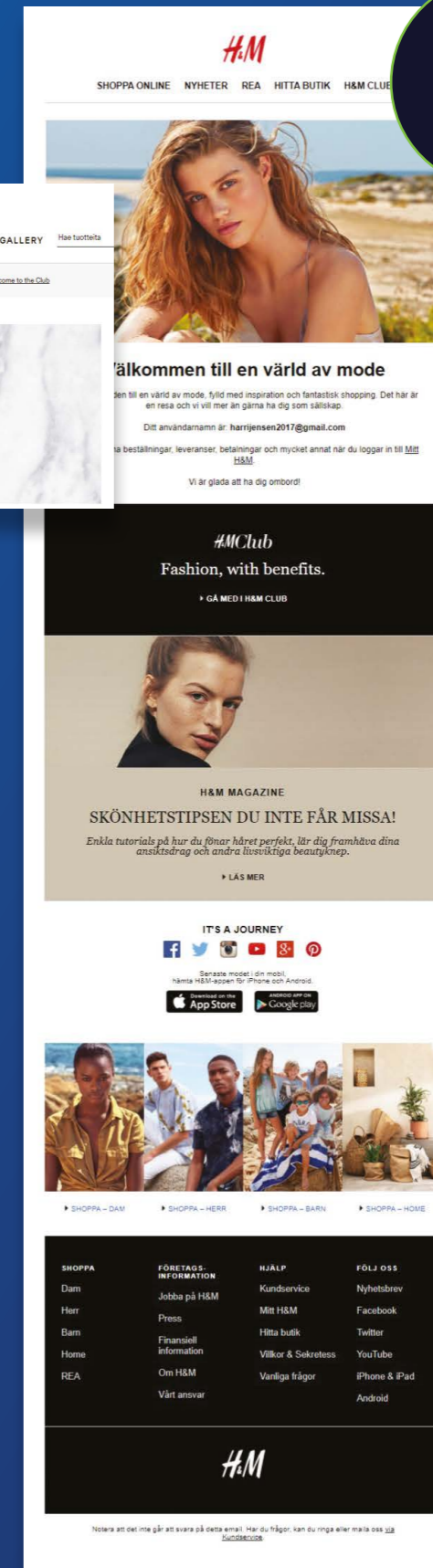
- ✔ **Availability:** did the company provide a newsletter sign-up form
- ✔ **Prominence:** was the sign-up form above the fold or did the brand serve up a popover
- ✔ **Incentive:** did the company offer an attractive sign-up incentive

#1
newsletter
sign-up



H&M Finland

H&M Finland is a prime example of what a great newsletter sign-up process looks like. The form is featured prominently in the website's header, and this had us hooked right away. H&M goes on to offer a generous 25% off your first purchase when joining its mailing list. And, as a further incentive, when signing up for an account, H&M lets you join its Members' Club, offering even more discounts and the chance to collect points for purchases as part of its loyalty scheme. The cherry on top is the way that H&M collects gender data on sign-up and ensures that all imagery in the welcome series reflects this. As the process continues, rather than pushing sales straightaway, H&M drives the user towards its magazine for editorial value-add content: all in all, a class act.



Welcome emails

The welcome email is one of, if not the most important, messages a brand can send to new subscribers. Not only is it polite to thank someone for signing up, but it's also your prime opportunity to introduce them to your brand, shout about its USPs and gather more valuable data.

That said, we noted with disappointment that 6 of the 20 brands in our study didn't send us an automated welcome email after signing up to their mailing lists. These included some of the major brands one might have expected to. On the other hand, we did receive some great examples of welcome emails – particularly from Åhlens, Musti ja Mirri and Muuto.

30% of brands didn't send a welcome email.

HTM Scoring

The welcome email made up part of the HTM Email Experience score and we evaluated each brand on the following:

- ✓ **Timeliness:** did the email arrive soon after we signed up to the mailing list
- ✓ **The subject line:** did it inspire us to open the message and explain why we were receiving it
- ✓ **Compelling proposition:** did the email do a good job of introducing us to the brand and encourage us to take a positive action
- ✓ **Mobile responsiveness:** did the email display and work well on multiple devices
- ✓ **Call-to-action placement:** was it obvious where we needed to click or tap
- ✓ **The clarity of T&Cs:** did the email contain terms and conditions, were they clear and did the company link us to further details
- ✓ **A 'view in browser' link:** was this option provided and was it made obvious
- ✓ **The level of personalization:** was there evidence of basic salutation and personalized content
- ✓ **The landing page:** did the email drive us towards an appropriate and on-brand landing page

Åhlens

The 11-year-old Swedish department store Åhlens stands head and shoulders above the rest when it comes to its welcome emails, which are engaging and effective. Firstly, the company's use of images in its welcome emails and mobile communications is very strong indeed. Secondly, it uses the pre-header space to mention offers and unique brands.

And thirdly, the retailer applies advanced personalization techniques to tell its customers, in the body of the email, about the dollar value of their points, their loyalty score, membership level and account number. The email also draws attention to a \$50 bonus and a free magazine for super loyalty, which we found very compelling. All in all, this brand presents us all with a masterclass on how to create powerful welcome emails, so hats off to Åhlens!

#1
welcome emails



Abandoned cart emails

The value of abandoned cart emails is huge, especially with the global shopping cart abandonment rate of around 69% (Baymard Institute, 2017). We were surprised that only 9 of the 20 brands in our sample sent us an email notification after we placed something in our cart and left the website, though the notable few who did it effectively include Musti ja Mirri, Haugenbok and Zalando. Cart recovery automations are easy to implement and, once set up, are proven to deliver incremental revenue.

As we know, it's much easier for consumers to abandon a virtual shopping cart than it is to ditch a basket in store; and that means more than half of the brands we evaluated are missing out on opportunities to rescue sales.

Abandoned cart email ranking (top 9 table)

Ranking	Brand	Score out of 29
1	Musti ja Mirri	24
2	Zalando	17
3	H&M	16
4	Haugenbok.no	16
5	Bjorn Borg	13
6	Caliroots	13
7	Digishop	12
8	Tokmanni	12
9	Gymgrossisten	8

Only 9 of the 20 brands in our sample sent us an abandoned cart email notification.

HTM Scoring

Abandoned cart emails made up over a quarter of the HTM Email Experience score and we evaluated the following elements:

- ✓ **Timeliness:** did the email arrive soon after we left an item in our shopping cart
- ✓ **The subject line:** were the contents of the email made clear
- ✓ **Content:** was the brand's copywriting and imagery accurate and up to scratch
- ✓ **Level of personalization:** was there evidence of salutation, and did the email display the item left in our shopping cart plus other product recommendations
- ✓ **Design:** did the email look good, was it on brand and was it designed for a seamless user experience
- ✓ **The call-to-action and ongoing journey:** did the email make it easy to take the next action and were we taken to a relevant page

Musti ja Mirri

Finnish pet shop Musti ja Mirri is in a class of its own when it comes to abandoned cart emails, grabbing the shopper's attention and wooing them back with cute pet imagery and creative copy. This brand scored top marks for its images, mobile responsiveness, CTA placement, legal assets, landing page, and view in browser link, also scoring highly for its email subject line, compelling proposition and personalization. As well as using effective text and images, the brand also offers the customer a 10% discount on their order, with a direct link to the shopping cart. It also takes the opportunity to use the customers' web behaviour and account preferences to recommend helpful products in the abandoned cart email. We were very encouraged by Musti ja Mirri's expert use of the abandoned cart email, which stands as a shining example of what can be achieved through this much-overlooked missive.

#1
abandoned
cart emails



Newsletters

From the monthly newsletter to promotional offers, we reviewed a sample of each brand's regular emails to see whether they hit the mark.

In the past, many companies have applied the 'spray and pray' approach to newsletters. Today, this is simply not cutting the mustard, because subscribers have an ever-increasing amount of content to sift through and a lower tolerance towards irrelevancy. With the ability to display different content within single sends, through the combination of dynamic content and customer data, there's no longer a place for 'batch and blast' mailings.

It was encouraging to see a number of brands using newsletters as effective touch points with their customers, to build relationships, encourage engagement, and build the brand. The best of these are H&M Finland, Norwegian, Muuto, Björn Borg and Zalando. However, we were very disappointed to note that six of the 20 were not sending email newsletters at all, which we consider to be a major lost opportunity.

HTM Scoring

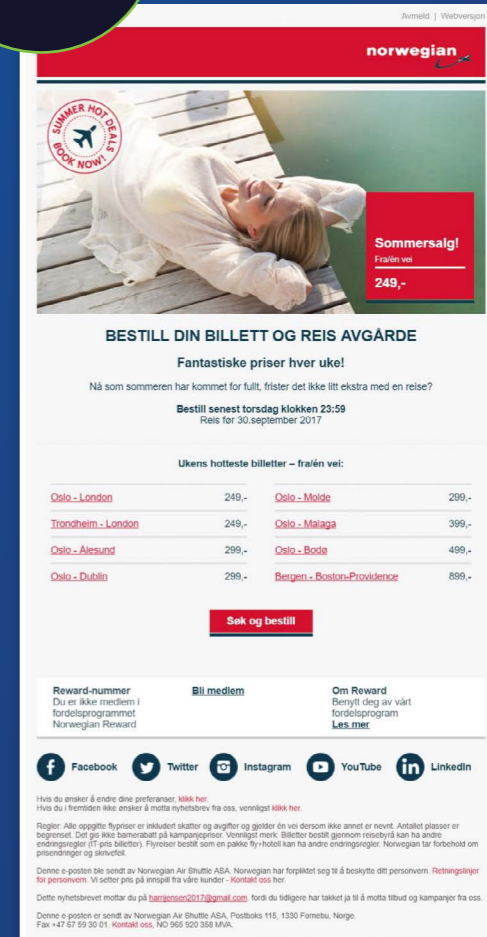
Newsletters accounted for over a quarter of the HTM Email Experience score and here are the things we were looking for:

- ✓ **The subject line:** did it inspire us to open the message and explain why we were receiving it
- ✓ **Relevancy:** did the brand's newsletters have any relevance in relation to our journey with the company
- ✓ **The level of personalization:** was there evidence of salutation and personalized content
- ✓ **Content:** did the emails contain compelling copy and appropriate images
- ✓ **Design and layout:** did the email look good, was it on brand and was it designed for a seamless user experience
- ✓ **Clear T&Cs and privacy:** did the email contain terms and conditions, were they clear and did the company link us to further details
- ✓ **Call-to-actions:** was it made obvious where we needed to click or tap
- ✓ **The landing page:** did the email drive us towards an appropriate and on-brand landing page
- ✓ **Overall best practice:** did the brand adopt principles such as unsubscribe and 'view in browser' links

#1
newsletters

Norwegian

The business that produced the best overall email newsletters by far is Norwegian: the sixth largest low-cost airline in the world. This vibrant brand scored the best in a number of different categories including images and CTA placement. In particular, we absolutely loved the brand's upbeat copy that gets the reader excited about going on an adventure. Its content is well personalized, based on the preferences provided on sign-up (the offers we received were for our chosen departure airport) and the imagery also appears to be gender-specific, both of which make its email newsletters effective. Besides providing personalized offers, Norwegian also pulled in details of our rewards points using dynamic content. In summary, Norwegian's use of lively copy, personalized content, attractive images and well-placed CTAs all contribute towards a fantastic email newsletter that we can all learn lessons from.



Overall best practice

Email best practice guidelines are there for a reason: to create better experiences for subscribers and customers, and to ensure consistency from brand to brand.

As we know, new best practices come into play all the time; the rise of email use on mobile devices and the need for responsive design is a prime example of that. Brands need to stay on top of these trends to prevent themselves from being left behind in a fast-paced world.

We were looking for overall evidence of basic best practice usage, such as 'view in browser' links, and it was great to see widespread adoption across the board. Of course, there were some brands that went over and above the call of duty, and these include Musti ja Mirri, Zalando and H&M Finland, which took the top three places in terms of providing the best overall customer and email experience.

HTM Scoring

Best practice has many facets and, as such, made up part of the HTM Customer Experience and Email Experience scores. We evaluated each brand on the following:

- ✓ **Brand consistency:** was the brand's communications consistent and recognizable - i.e. the 'friendly from name' and email design
- ✓ **Unsubscribe link:** was it made clear in emails
- ✓ **'View in browser' link:** was this provided and was it made obvious
- ✓ **Email preferences:** did the company provide us with an option to tailor our email preferences, including frequency of communication and types of content

Musti ja Mirri

The one brand that is streets ahead of its competitors again, largely due to its email experience score of 82, is the Finnish pet chain Musti ja Mirri. Consequently, the pet food and accessories retailer scored a total 94 points, which was well ahead of the next high scorers: Zalando with 78, and H&M Finland with 74. Musti ja Mirri is a highly-savvy operator when it comes to email communications and customer experience. It has developed a consistent and recognizable brand, which it communicates through lively images, and fun and engaging text. The brand also pays close attention to detail, for example, through its customer-friendly and granular email marketing preference center and 'view in browser' links, which are clearly visible and easily accessible on mobiles. Overall, Musti ja Mirri demonstrates email best practice time and time again, making it a leader in this field and well worth learning from.

#1
overall best practice

Advanced tactics

With continual advancements in marketing technologies and easier access to customer data, companies are in a position to deliver exceptional online experiences.

Let's not forget the blending of offline and online commerce, too. Not only can brands use each channel to cross-promote the others, but they also have the opportunity to gather a deeper level of insight about their customers through e-receipts and click and collect initiatives.

In general, we found that there was a lack of obvious targeting, though brands did slightly better when it came to personalized content. 15 out of 20 brands did not use segmentation in the emails for things like gender, location, behavioural, or past shopping preferences. Consequently, the five that did really stood out: Musti ja Mirri, H&M Finland, Norwegian, Björn Borg and Zalando. It's clear that the majority of companies need to upgrade their email marketing strategies and adopt solutions that remove roadblocks and team pain-points. After all, email automation, segmentation and personalization tools are not new.

Personalization is also massively underutilized, with 17 out of 20 brands using either little or, for the most part, no personalization at all for their welcome emails, newsletters, abandoned cart emails, or post purchase communications. As a result, Åhlens, Zalando and Norwegian are the three brands that stand out as ones that incorporate some level of personalization in their emails, giving them a significant edge over their competition.

However, businesses did better when it came to email automation, with only six brands not utilizing it, although usage tended to be basic amongst those who did: for example, a welcome email from sign-up but no date or event-driven automation or dynamic content.

HTM Scoring

We evaluated advanced tactics as part of the HTM Email Experience score:

- ✓ **Level of segmentation:** was there evidence of segmentation, e.g. gender, location or behavioral
- ✓ **Level of personalization:** did the brand send us personalized content based on the implicit and explicit data provided
- ✓ **Level of automation:** did the brand try and engage us with automated emails and how sophisticated were the programs
- ✓ **Cross-channel promotion:** did the brand's emails promote other channels, such as stores and social networks

Zalando

Online fashion retailer Zalando successfully touches on many of the tactics outlined above and therefore scores highly in terms of Email Experience. Among the things that Zalando does well are: its use of gender segmentation; first name personalization; and automation for its welcome email, abandoned cart email and review after purchase. As with all of the other brands, there is still room for improvement in all of these areas, but Zalando is one of very few that demonstrated a relatively high level of advanced email tactics.

The screenshot shows the Zalando mobile app interface. At the top, there's a navigation bar with 'NAISET', 'MIEHET', and 'LAPSET'. Below that, a personalized greeting says 'Hei Harriet!' followed by a message about autumn clothing recommendations. A button 'KATSO KOKO VALIKOIMA' is visible. The main section is titled 'IHASTUTTAVAT VALINTAMME' and displays four product cards: 'adidas Performance' (39,95 €), 'adidas Originals' (24,95 €), 'Molo' (39,95 €), and 'DC Shoes' (74,95 €). Below the products, there's a 'SHOPPAILEMAAN' button. At the bottom, there are icons for 'Ilmainen toimitus & palautus', '100 päivän palautus-oikeus', and 'Suomen suosikki-merkit'. The footer contains app download information, social media links, and contact details.

#1
advanced
tactics

Post-purchase experience

Delivering a top-notch aftersales experience is perhaps as important as making the right pre-sales impression. After all, no company wants a reputation for taking people's money without a 'thanks' or another thought. Word of mouth and social proof has become ever more powerful in consumers' buying decisions, so it's in companies' interests to leave a positive and long-lasting effect.

When you buy online, you actually buy a promise. Customers want to be kept informed about the purchase they've just made and they want to feel as though the company is taking an interest, albeit a vested one, in their experience.

By asking for feedback on the product and the shopping process, not only are you showing that your business cares but the insight gained from people's responses can be truly valuable and fruitful.

We witnessed some great post-purchase experiences from 18 out of the 20 brands, including multichannel shipping updates, snappy order confirmations with cross-sell recommendations and outstanding returns policies.

HTM Scoring

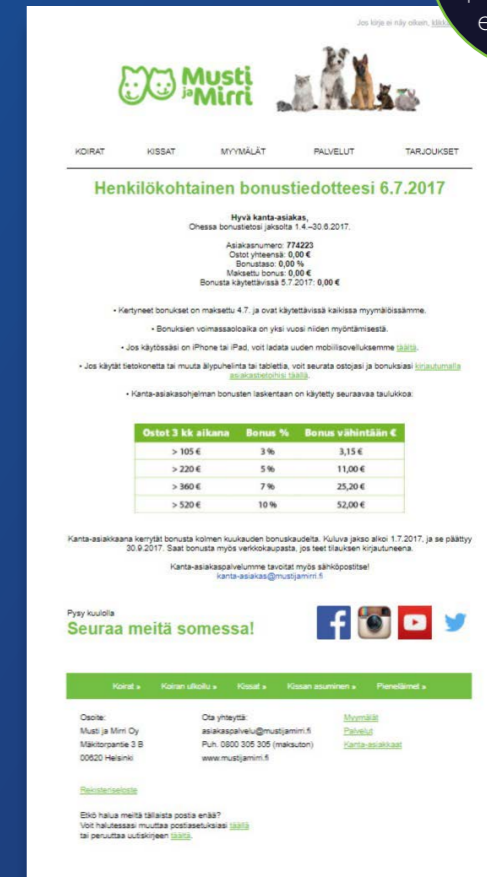
For this area of the study, which featured as part of the HTM Customer Experience score, we looked for the following:

- ✓ **Order confirmation email:** was it sent within 24 hours of the purchase being made, was it consistent in design compared to other emails and did it include personalized recommendations
- ✓ **Customer feedback email:** did the company deliver one and if so, was it sent in a timely manner and from an independent reviews provider
- ✓ **Shipping updates:** were we alerted when the order had been dispatched by email or SMS and did the company provide a specific timeslot for delivery with tracking availability

#1
post-purchase
experience

Musti ja Mirri

Musti ja Mirri demonstrated post-purchase email excellence. Order confirmations and shipping update emails were well branded – thanks to consistent styling and imagery – and, importantly, were timely. What really impressed us, though, was Musti ja Mirri's level of personalization and attempt to turn us into a second, third or even lifelong customer. The brand followed up with an automated loyalty program detailing the points we'd earned on our purchase, how much they're worth, and how much more we needed to spend to get a reward.



Brand findings

Musti ja Mirri reigns supreme with its email marketing

Finnish pet food and accessories retailer Musti ja Mirri was the highest scorer by far in our benchmarking report. It delivered a solid performance in all areas, scoring well across Email Marketing and Customer Experience categories, to win a laudable total score of 94, with 82 of those points down to its Email Experience alone.

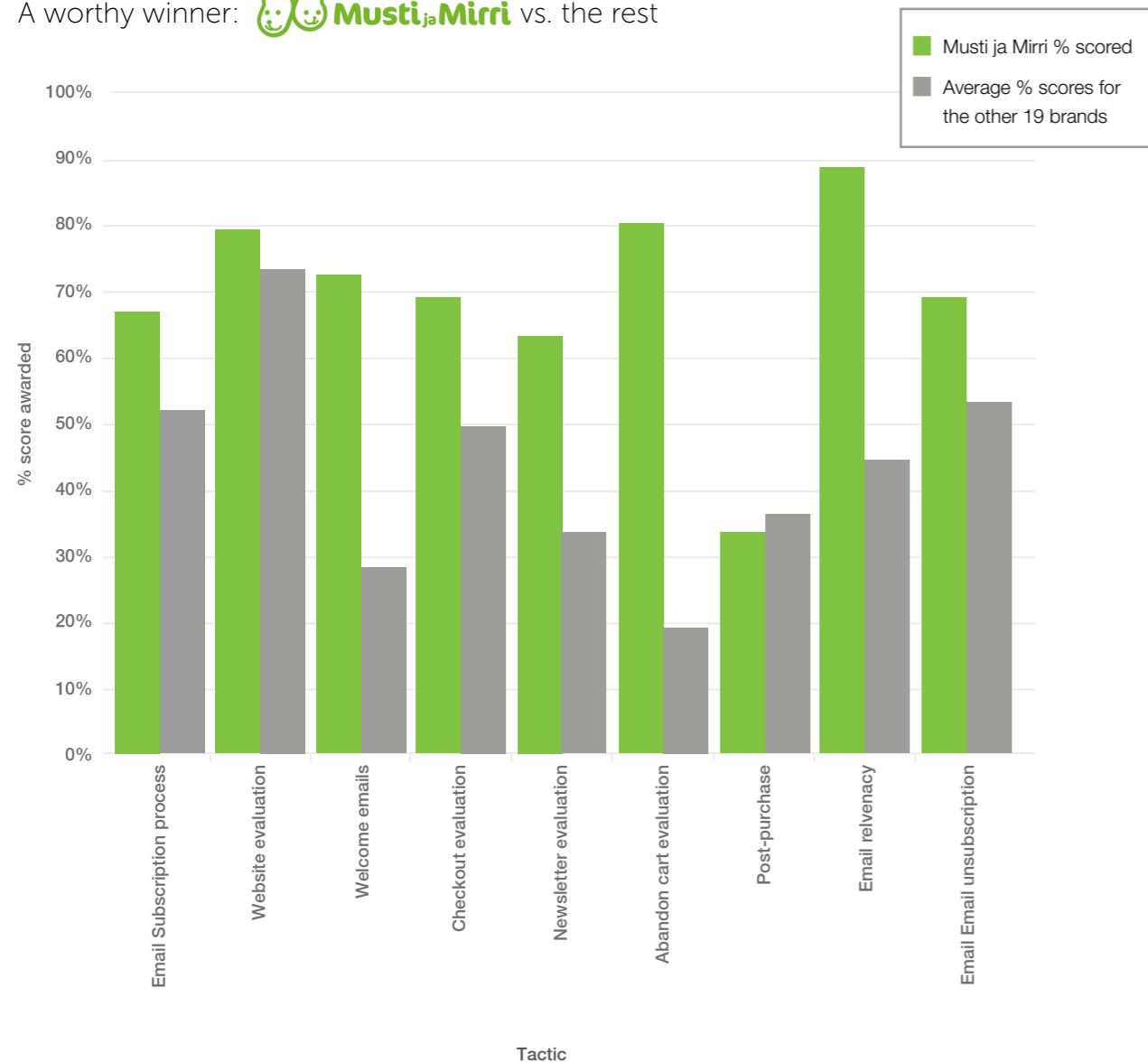
Many factors contributed to a great overall performance, and these include tone of voice, personalization, branding and creativity. Musti ja Mirri has developed a fun brand with some great personalized customer touchpoints complemented by cute images and lively text. All in all, Musti ja Mirri is a shining star all of the sectors represented in the report.



Musti ja Mirri performed consistently well across the board through a combination of strong personalization and useful content that goes beyond the hard sell.

Phil Draper,
CMO, dotmailer

A worthy winner: Musti ja Mirri vs. the rest

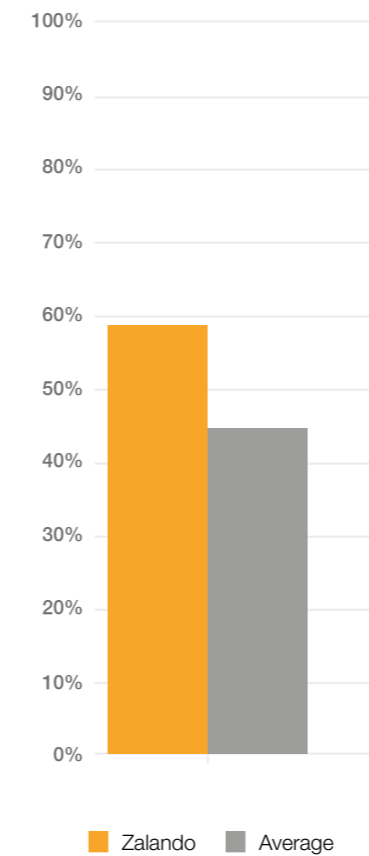


Zalando wins with customer experience brilliance

Berlin-based online fashion retailer Zalando scored a table-winning 16 points for its Customer Experience Score, whilst also getting second place overall with 78. We loved the way that this retailer accomplishes all of the fundamental email and customer experience activities well, but also steps up a gear with its personalized and powerful abandoned cart emails, timely newsletters, and consistent tone of voice.

In addition, we found the website highly searchable with a masterful use of images; and Zalando's emails render well on mobile devices. Operating in the highly competitive Clothing, Jewelry and Accessories sector, Zalando did very well to win the CX contest.

zalando vs. the rest



Other noteworthy observations



H&M Finland was the only company to collect both date of birth and gender data on email sign-up. This was both commendable for H&M and disappointing considering the other 19 brands failed to gather this information and use it to personalize.



Muuto is an ultra-stylish Scandinavian interior design company, but the brand fell down on only making its products available to buy in store. Consequently, we were unable to score this stylish brand for its abandoned cart or post-purchase emails.



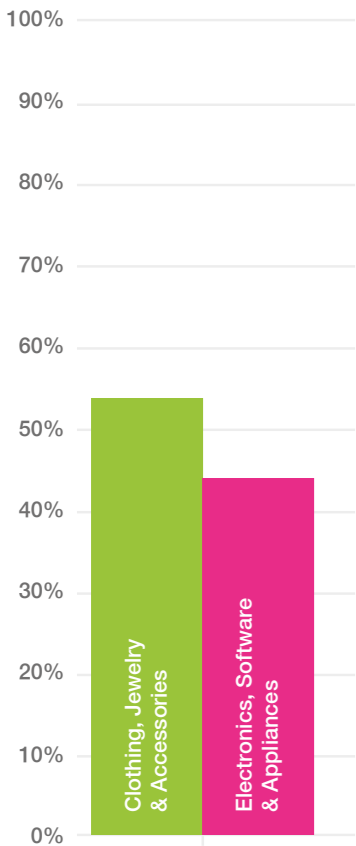
Both Muuto and Helly Hansen delivered the lowest email count with a total of 3 each. However, whereas Muuto made good use of the welcome email and newsletter to win it a reasonable overall score of 52 and 9th place, Helly Hansen failed to impress, sending out a basic and functional welcome email with no images. This yielded it a lower overall score of 24 and 17th place.

Sector findings

In general, Clothing, Jewelry and Accessories companies scored very highly as a sector in terms of their advanced email marketing tactics, whereas Electronics, Software and Appliances lagged behind, which is, perhaps, a surprise considering they're meant to be technology-centric.

The Health, Nutrition, Pharmacy & Food brands we examined were fairly high up on the table, but Department Stores delivered variable results, with Åhlens leading the sector with its engaging welcome emails and solid all-round performance.

One observation is that there is room for improvement even for the more-established brands such as IKEA and Helly Hansen. These two did relatively poorly in terms of their email volume and sophistication, with IKEA sending just four functional emails during our evaluation, and Helly Hanson sending out three.



Geographic spread

Interestingly, there is no clear trend when it comes to geographic location, with retailers across the Nordics displaying varying levels of email marketing prowess. No particular country has it completely in the bag. For example, Swedish business Åhlens came second in the table, with Webhallen, another Swedish firm, bringing up the rear.

Another example is Finnish brand, Musti ja Mirri, which blazed a trail at the top of the list, with Finnish counterpart Verkkoauppa.com floundering near the bottom. Similarly, the Denmark and Norway-based contenders were scattered across the scoring table.

It's evident that email marketing and customer experience expertise – things like having a consistent tone, personalization, automation, multichannel support, and customer engagement capabilities – are not embedded practices in specific countries, or even sectors.

Key overall observations

There were many things that encouraged us about the way Nordic retailers are using email marketing to effect. Åhlens' use of advanced personalization in its welcome emails is one example, with Musti ja Mirri's creative abandoned cart emails being another highlight.

However, we feel that in general, most Nordic retailers are missing out on customer experience opportunities by favoring less-advanced email marketing techniques.

- Missed opportunities**
 A surprising number of Nordic retailing brands, including well established retailers, lack a welcome email (30%) or newsletter (30%), or an abandoned cart mail (55%), which represent profound missed opportunities.
- Segmentation oversight**
 Very few brands – just 5 out of 20 – used segmentation in their emails, with the remaining 15 losing out on addressing their customers directly using data such as gender, location, behavioral, or past shopping preferences. There is much room for improvement in capitalizing on every customer interaction, building brand, engagement and loyalty, and ultimately, sales.
- Personalization needed**
 Personalization is also massively underutilized, with 17 out of 20 brands using either little or, for the most part, no personalization at all for their welcome emails, newsletters, abandoned cart emails, or post-purchase communications.

30% of brands lack a welcome email

55% of retailers failed to send cart recovery emails

- Image power**
 Successful retailers are using engaging imagery in their emails to build a consistent brand, and improve customer experience and engagement. As one might expect, this works particularly well for Clothing, Jewelry & Accessories businesses, though Pet Food brand Musti ja Mirri also makes good use of animal imagery to engage customers. The companies that scored most highly with their images are also optimizing their communications for mobile, in terms of image stacking and text wrapping. However, there are very few who are doing this really well.

15 brands failed to segment campaigns in these 4 areas:

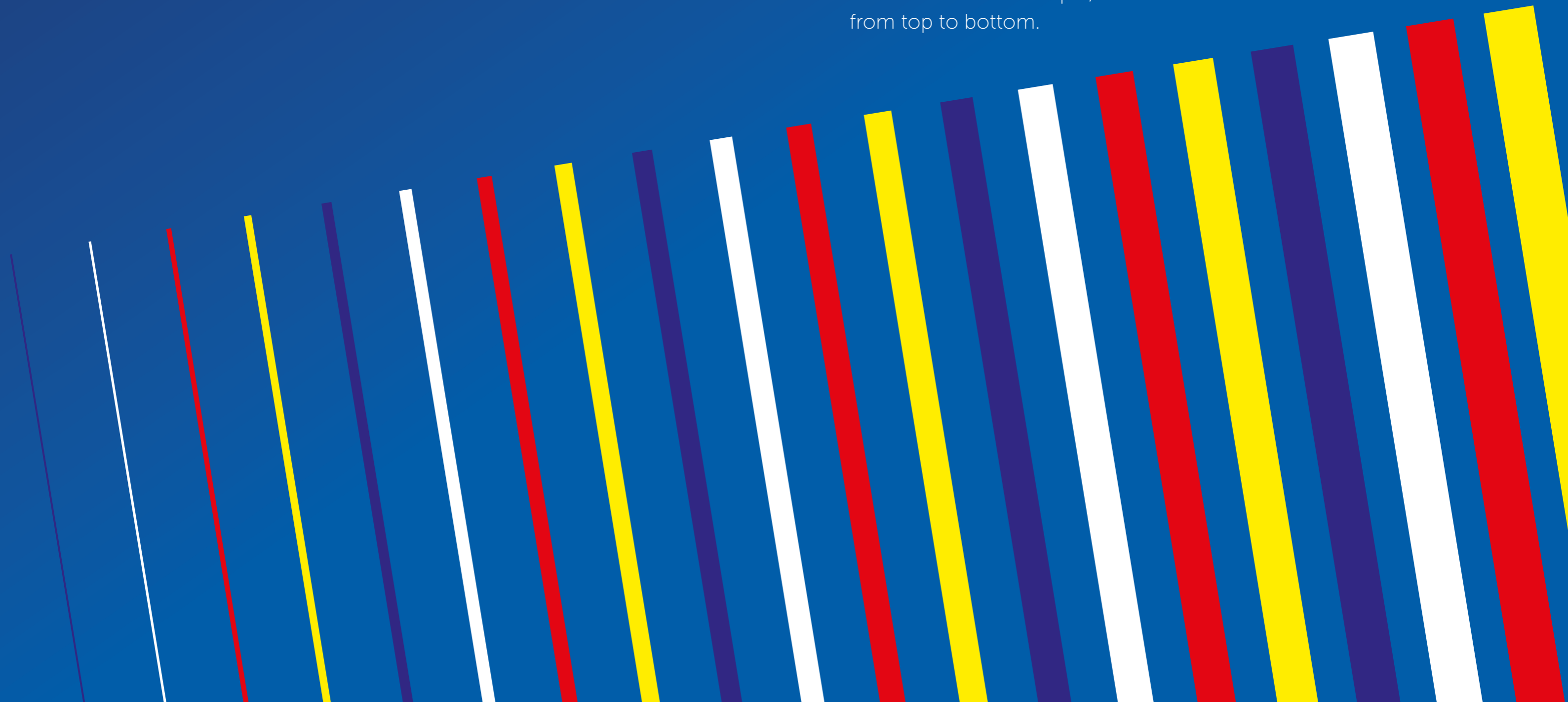
Order data	Gender
Behavior	Location

- Engaging copy**
 Finally, a lot of Nordic brands' emails lack vibrant, engaging, relevant or sophisticated text, which is a significant oversight in a marketplace where the customer is increasingly choosy, media savvy and brand-conversant. Improving textual tone of voice will create a better customer experience, and result in an uptick in sales.

hitting the mark

Nordics edition 2017

A deeper look inside the
20 retailers in our sample,
from top to bottom.





Finnish pet shop Musti ja Mirri is the largest pet food chain in Scandinavia, with a vibrant brand and outstanding customer experience.

hitting
the mark
Overall
winner

At a glance

- Founded: 1988
- URL: mustijamirri.fi
- Sector: Health, Nutrition, Pharmacy & Food
- Emails sent during evaluation: 13



HTM Email Experience

- 22 Welcome email
- 19 Newsletters
- 24 Abandoned cart emails
- 2 Order confirmation email
- 2 Evidence of segmentation
- 2 Evidence of automation
- 3 Credibility & best practice
- 3 Timeliness
- 3 Cross-channel promotion
- 2 Unsubscribe & preferences
- 82 Total

HTM Customer Experience

- 2 Email subscription
- 7 Website browsing experience
- 2 Website checkout experience
- 1 Post-purchase experience
- 12 Total

What did we love?

Finnish health retailer Musti ja Mirri was the highest scorer overall in our benchmarking report, scoring well across email marketing and customer experience categories, which was fantastic to see. Many factors contributed to a great performance overall, and these include tone of voice, customer segmentation and personalization, branding, and creativity.

For example, we loved the welcome email which was not only fun but included CTAs enabling us to tailor future emails to our animal; this demonstrated a smart level of personalization from the start. Musti ja Mirri also thought about the customer lifecycle and we liked that the email encouraged us to join its loyalty membership program.

In general, the emails have a friendly, upbeat tone of voice, and the abandoned cart notification provided a good example of this. The email's copy was coupled with great imagery of adorable pets, and was optimized to work on mobile devices. Musti ja Mirri went further than most retailers by using our web behavior and account preferences to recommend other helpful products to win the sale.

What could be improved?

Although Musti ja Mirri was hard to fault in terms of its email marketing, we identified some improvements that could be made to the newsletter process. For example, the newsletter sign-up itself is hard to find on the website.

In addition, it's not initially clear whether you can join the basic membership for free when reading through the loyalty program communications; this means the business could be missing out on obtaining new subscribers. We also experienced a delay in the newsletter coming through, indicating room for improvement in terms of response times.

What our partners say

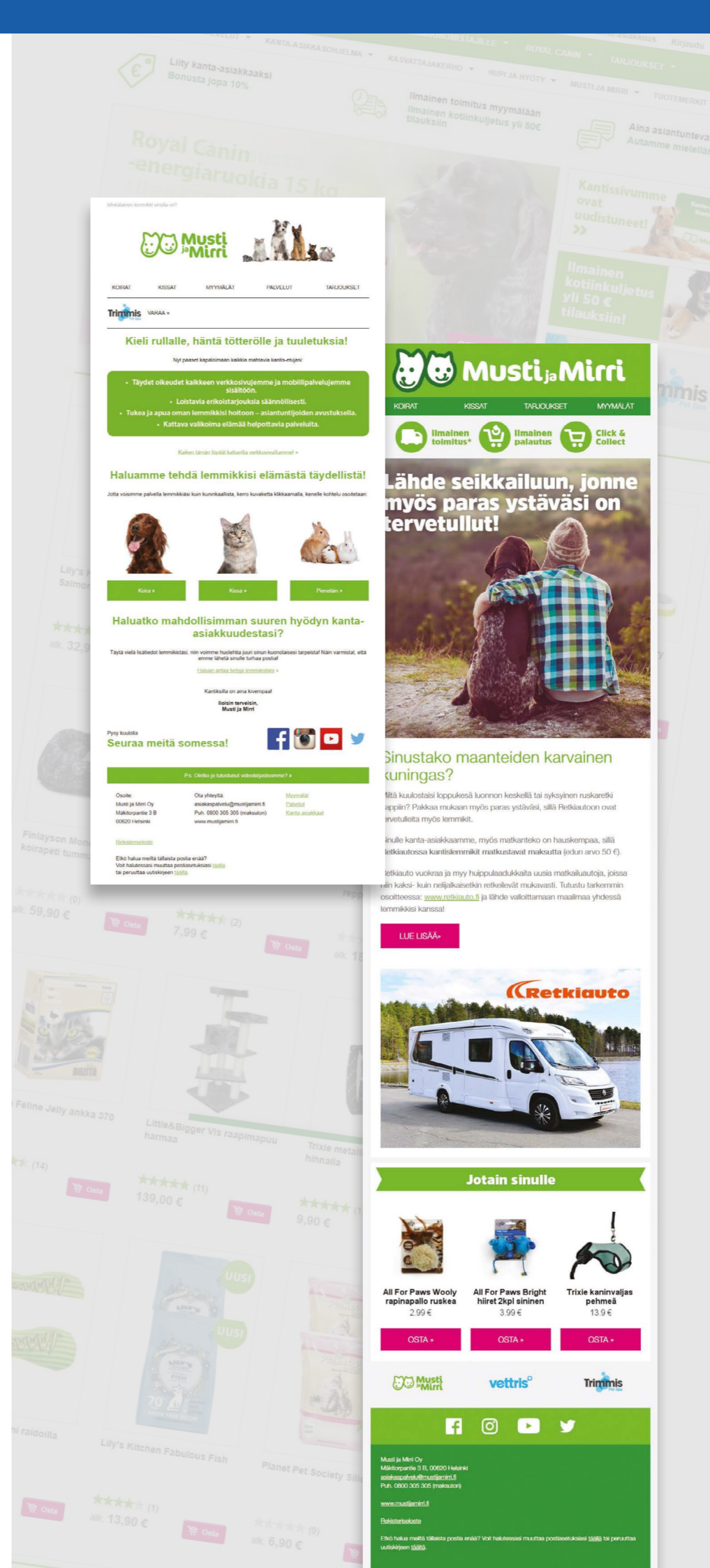


Musti ja Mirri doesn't provide a quick-search UI, however it does have a strong search results page featuring filtering and various key labels.

The accuracy for non-standard queries is poor and the error tolerance could also be improved.

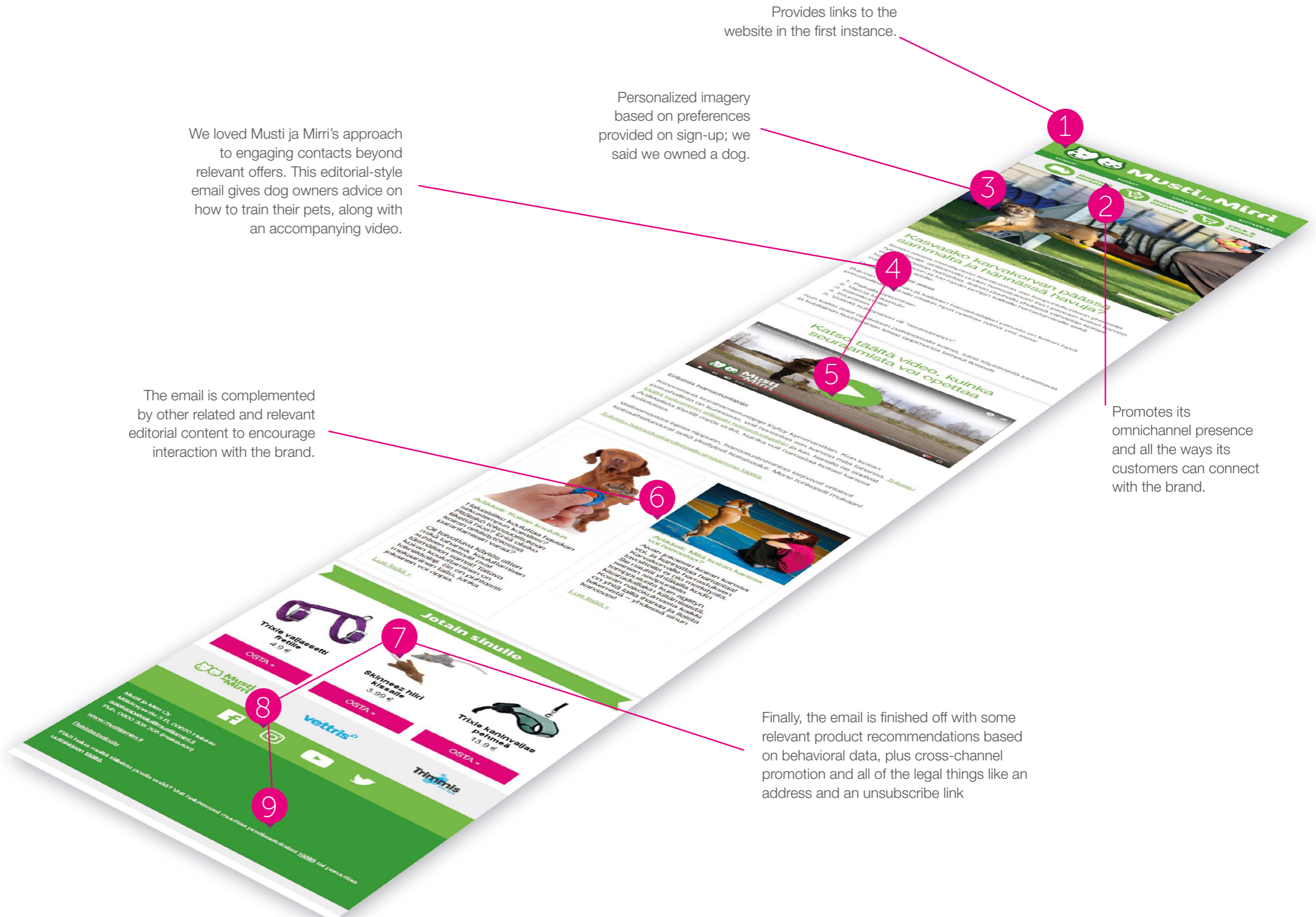


While Musti ja Mirri's welcome email wasn't personalized, it takes the opportunity to gather more information on its customers' pets so it can tailor future messages. The brand kept its promise by delivering personalized newsletters and post-purchase content featuring product recommendations based on browse and order data.



Dissecting the winner

Musti ja Mirri scored highly in all areas of its email marketing and we've dissected one of its typical newsletters to show you why.



Provides links to the website in the first instance.

Personalized imagery based on preferences provided on sign-up; we said we owned a dog.

We loved Musti ja Mirri's approach to engaging contacts beyond relevant offers. This editorial-style email gives dog owners advice on how to train their pets, along with an accompanying video.

The email is complemented by other related and relevant editorial content to encourage interaction with the brand.

Promotes its omnichannel presence and all the ways its customers can connect with the brand.

Finally, the email is finished off with some relevant product recommendations based on behavioral data, plus cross-channel promotion and all of the legal things like an address and an unsubscribe link



Zalando is an online retailer based in Berlin, specializing in shoes, clothing and other fashion items.

At a glance

Founded: 2008

URL: zalando.de

Sector: Clothing, Jewelry & Accessories

Emails sent during evaluation: 17



HTM Email Experience

- 13 Welcome email
 - 18 Newsletters
 - 17 Abandoned cart emails
 - 2 Order confirmation email
 - 1 Evidence of segmentation
 - 1 Evidence of automation
 - 3 Credibility & best practice
 - 3 Timeliness
 - 1 Cross-channel promotion
 - 3 Unsubscribe & preferences
- 62 Total

HTM Customer Experience

- 3 Email subscription
 - 8 Website browsing experience
 - 2 Website checkout experience
 - 3 Post-purchase experience
- 16 Total

What did we love?

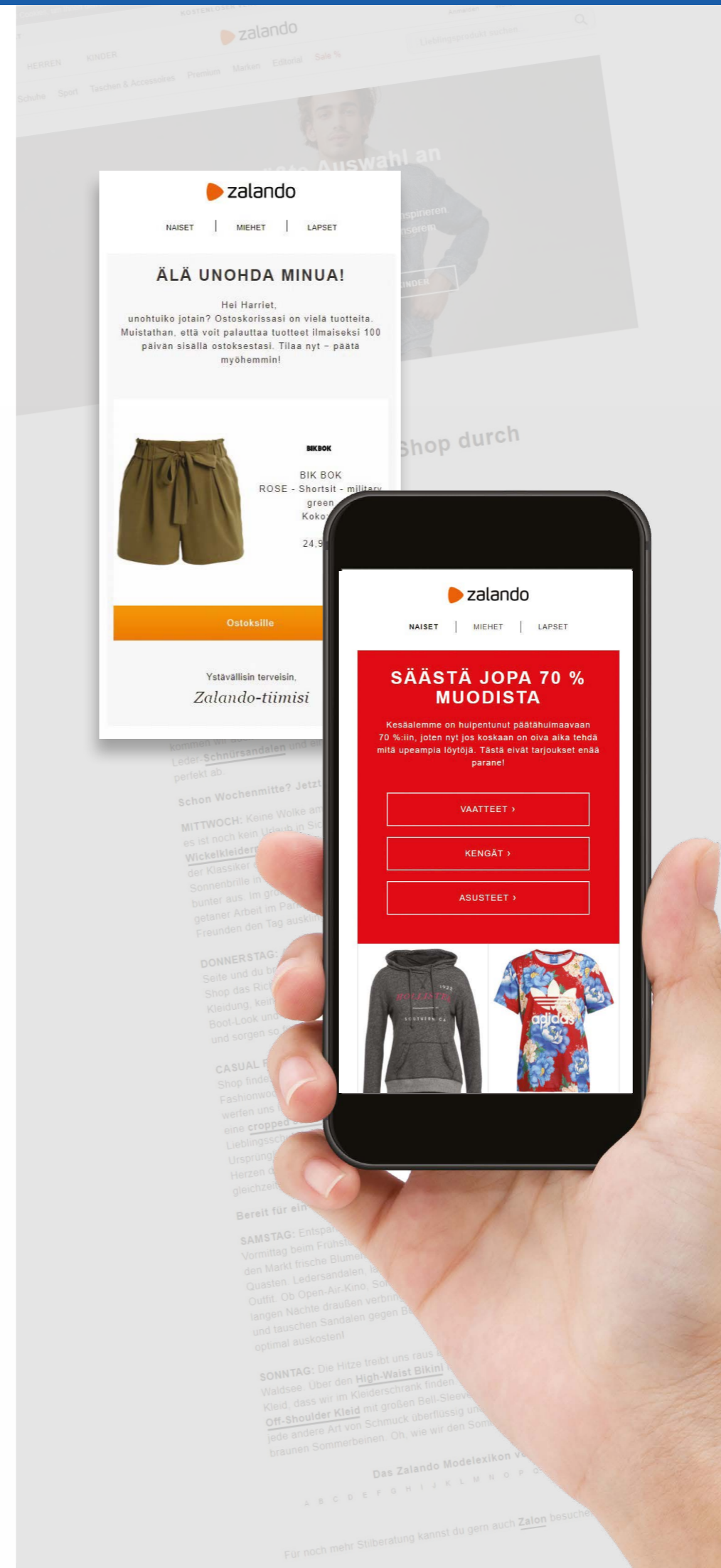
Zalando has a crisp and clean brand, with images that wrap and stack well, especially on mobiles. We felt that its abandoned cart emails were one of the online retailer's greatest strengths. They use pre-header text which lets you know what's been abandoned in the cart, along with a personalized opening paragraph and an image of the item. Meanwhile, the text reinforces the company's 100-day returns policy, strengthening the proposition.

We also liked the way Zalando made it easy for customers to go directly back to their shopping cart by clicking on the CTA. This meant that the item and the size remained the same as before, so all the user needs to do is complete the checkout process, easing usability.

What could be improved?

Despite having engaging copy, Zalando could improve its welcome emails in a number of areas in order to make them more effective. For example, the personalization only stretches as far as a first name; and we felt the email could benefit from having a strong CTA or click-through button. We considered the content of the email to be rather generic, but the retailer could address this by relating to information the customer has provided in the past.

From a customer experience perspective, Zalando could improve the impact of its emails further by reducing the number of links. Currently, links such as "free delivery" and "freephone customer service" merely go through to the standard help page instead of specific help topics.



What our partners say



Zalando is using auto suggest for queries and has a very strong error tolerance. It's also allowing users to filter on the search results page, which is also styled in line with the rest of the site. Overall the search is very strong.

We couldn't see any major weaknesses with Zalando's search.



Zalando is doing a great job of promoting hot trending products based on gender (collected initially upon sign-up). However, despite the fact that we sent strong signals through a purchase, the reco engine doesn't seem to refine product recommendations based on our affinity. All email newsletters seem to promote theme-based products only. It's a similar story with Zalando's welcome and post-purchase emails, which were also absent of one-to-one personalization.



Leading European clothes retailer H&M has created a powerful lifestyle brand that's instantly recognizable and globally consistent.

At a glance

Founded: 1947

URL: www2.hm.com/sv_fi

Sector: Clothing, Jewelry & Accessories

Emails sent during evaluation: 16



HTM Email Experience

- 13 Welcome email
- 19 Newsletters
- 16 Abandoned cart emails
- 2 Order confirmation email
- 1 Evidence of segmentation
- 2 Evidence of automation
- 3 Credibility & best practice
- 2 Timeliness
- 2 Cross-channel promotion
- 1 Unsubscribe & preferences
- 61 Total

HTM Customer Experience

- 3 Email subscription
- 7 Website browsing experience
- 1 Website checkout experience
- 2 Post-purchase experience
- 13 Total

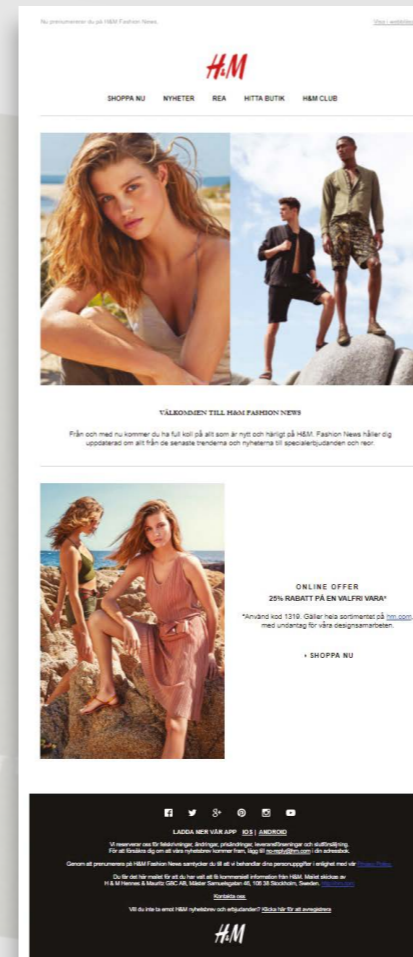
What did we love?

The most impressive thing about H&M is the consistency of its brand, with H&M Finland being no different. The tone of voice is always on point, with all emails having a uniform yet friendly feel. The company's communications make good use of gender-based segmentation, with gender-specific imagery on sign-up and in the welcome program emails. In fact, this retailer was the only one in our brand sample to collect both gender and date of birth on sign-up.

We found H&M's three-part email welcome series particularly effective. One email confirms your subscription. The second promotes the H&M club rewards program, and introduces you to the overall brand. The third welcomes you to the H&M club and tells you about all the benefits of the retailer's fashion news editorial newsletter. We loved the fact that, rather than pushing sales in the first instance, H&M drives the customer towards its magazine for editorial value-add content; a sophisticated approach.

What could be improved?

We believe that H&M has missed a trick with its email unsubscribe process. We discovered that, the moment you unsubscribe, you're taken to the H&M homepage. It doesn't tell you if you've left the mailing list, nor does it ask if you'd like to change your email preferences. However, this is a small missed opportunity when compared with the overall excellence of the global retailer's email marketing execution.



What our partners say



H&M's search functionality offers predictive results and a strong error tolerance. The search results page offers good filtering options, enabling you to refine results by color, fabric and gender.

We liked that you can favorite from the search results page, but one suggestion would be to enable users to add to cart from here.



H&M scored highly for best practice and customer experience, and also used gender-specific segmentation. However, the brand failed to use any one-to-one personalization techniques in its emails.

norwegian

Norwegian is the sixth largest low-cost airline in the world.

At a glance

- Founded: 1993
- URL: norwegian.no
- Sector: Travel, Leisure & Transportation
- Emails sent during evaluation: 15



HTM Email Experience

- 19 Welcome email
- 23 Newsletters
- 0 Abandoned cart emails
- 3 Order confirmation email
- 2 Evidence of segmentation
- 3 Evidence of automation
- 2 Credibility & best practice
- 2 Timeliness
- 2 Cross-channel promotion
- 3 Unsubscribe & preferences
- 59 Total

HTM Customer Experience

- 2 Email subscription
- 4 Website browsing experience
- 1 Website checkout experience
- 3 Post-purchase experience
- 10 Total

What did we love?

Norwegian has developed a strong and distinctive brand, and delivers a great customer experience, particularly through its email newsletters. We enjoyed the cheerful copy that gets the reader excited about going on an adventure. What's more, the content is personalized well and is based on the preferences provided on sign-up. For example, we observed that the offers were for our chosen departure airport; an effective touch.

As well as providing personalized offers, Norwegian also pulled in details of our rewards points using dynamic content. Email imagery appeared to be gender-specific, also demonstrating good attention to detail.

What could be improved?

Norwegian has created a compelling and consistent customer proposition, but we did spot some areas that could be improved, such as inconsistencies in the emails' 'friendly' from name. That said, the emails were generally well branded and consistent, with an inspirational tone of voice.

We also felt Norwegian failed to capitalize on major customer touch points, as we did not receive an abandoned browse/cart email. Addressing this will yield improvements in lost sales and customer retention and give the business an opportunity to upsell.

What our partners say

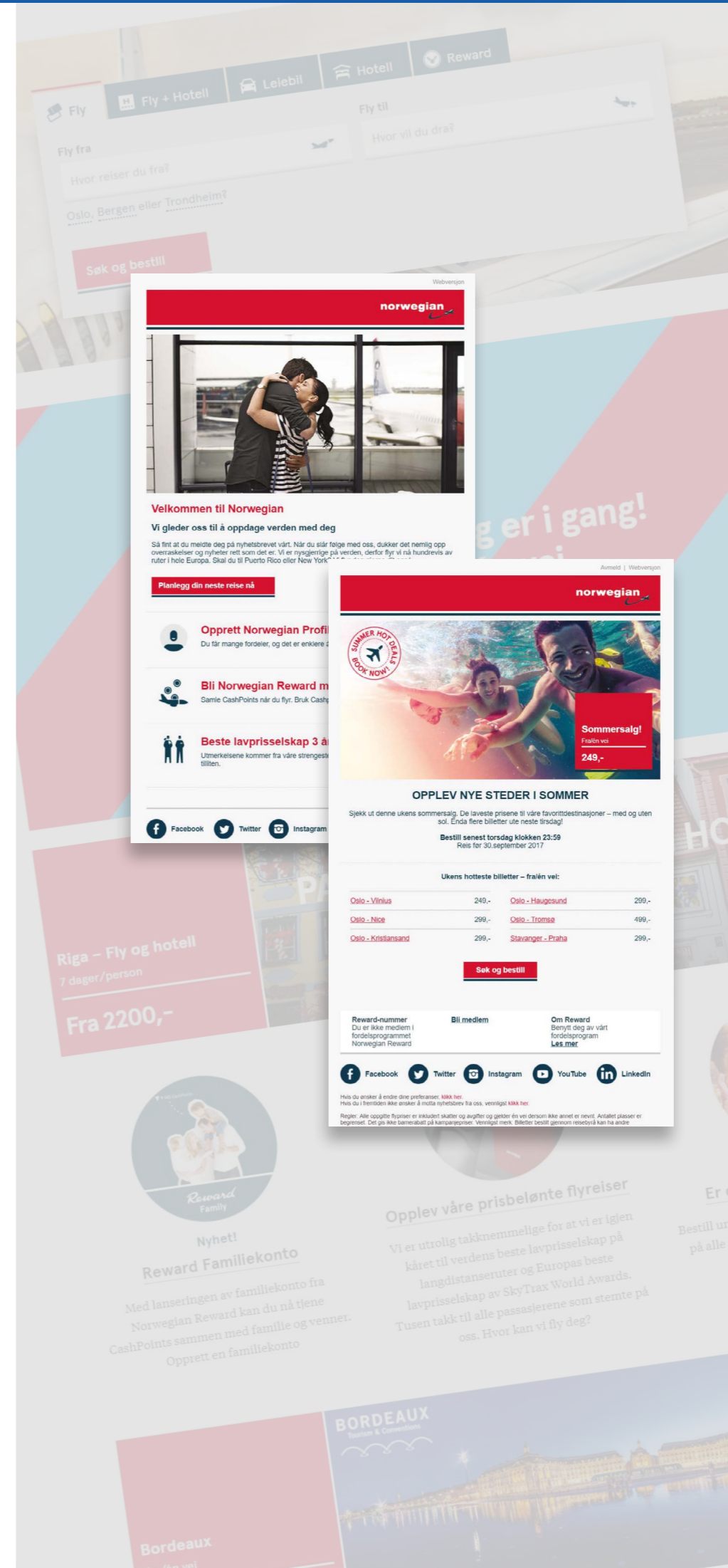


Norwegian is using content search, which is positive, but arguably to be expected for a site of this nature.

We believe the overall experience could be better for Norwegian users, particularly around the speed at which results are shown. Norwegian could perhaps use an instant search layout to serve results faster.



Norwegian's welcome email encourages new subscribers to create a profile to collect more information, but was not personalized initially. After providing preferences, all newsletters featured personalized content and offers; however, no post-purchase emails contained recommendations based on our booking.



BJÖRN BORG

Björn Borg is an exciting Swedish sports fashion brand, centered on the iconic tennis superstar.

At a glance

Founded: 1997

URL: bjornborg.com

Sector: Clothing, Jewelry & Accessory

Emails sent during evaluation: 16



HTM Email Experience

- 14 Welcome email
- 12 Newsletters
- 13 Abandoned cart emails
- 2 Order confirmation email
- 1 Evidence of segmentation
- 2 Evidence of automation
- 3 Credibility & best practice
- 1 Timeliness
- 1 Cross-channel promotion
- 2 Unsubscribe & preferences

51 Total

HTM Customer Experience

- 3 Email subscription
- 5 Website browsing experience
- 2 Website checkout experience
- 1 Post-purchase experience

11 Total

What did we love?

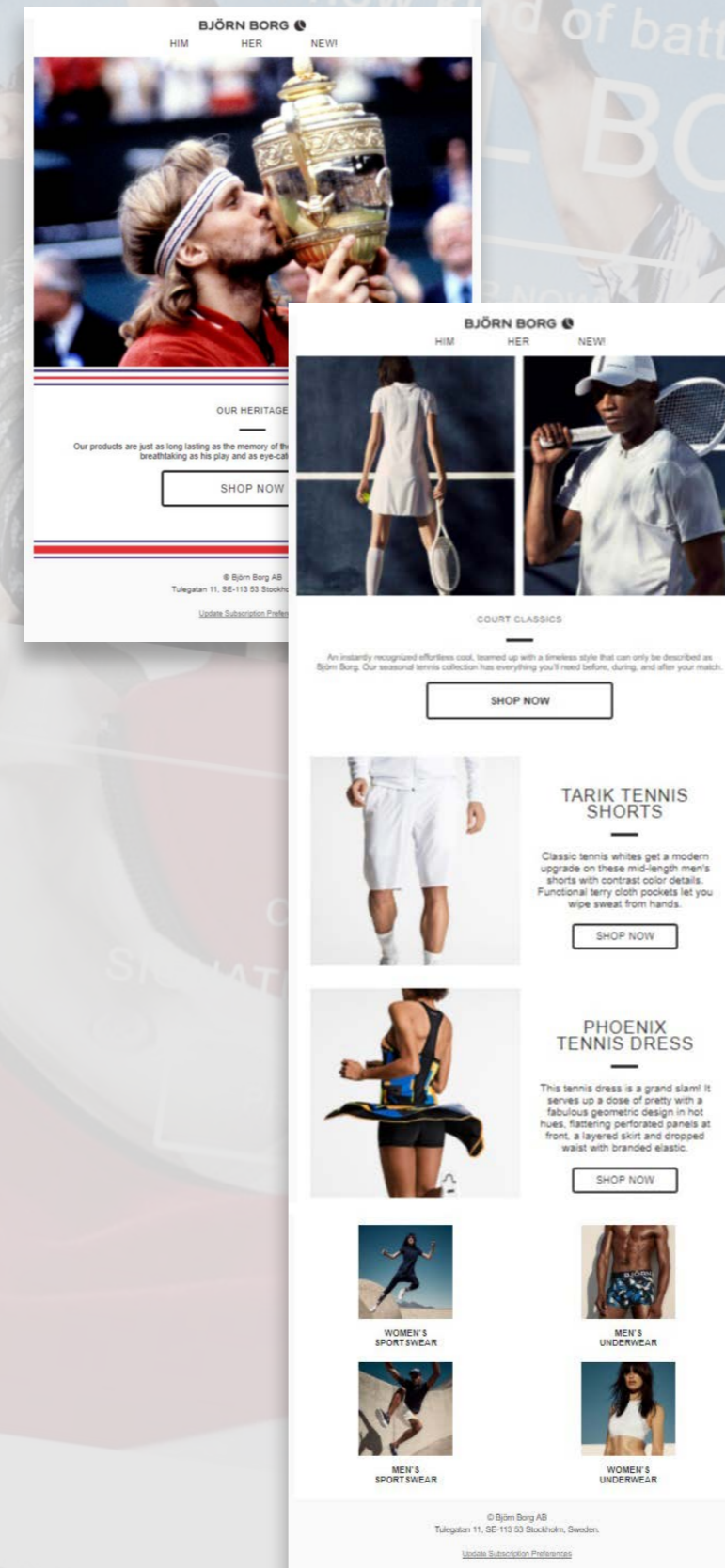
Björn Borg is an invigorating and powerful brand that already has the momentum of a global icon behind it, and its email marketing is appropriately strong. We particularly liked the company's welcome email: the copy was relevant to our point in the customer journey and we were incentivized to make the first purchase with a 10% discount.

Also noteworthy is the way that Björn Borg uses the first touchpoint to learn more about the customer so it can deliver more relevant newsletters in the future. We also admired the newsletter sign-up process, which was prominently featured and also carried a compelling sense of urgency thanks to a website popover.

What could be improved?

We felt that the mobile responsiveness of the welcome email was weak in several areas and could benefit from enhancement. For example, the images and text do not wrap, and the email is not responsive and could display better. The email shrinks to the size of the screen, but is not optimized for mobile. Nevertheless, it works in terms of CTAs, so remains functionally effective.

Björn Borg would also benefit from incorporating more personalization: for example, in the email preference center landing page or abandoned cart email. Although the welcome email is sent in a timely manner, there is again no evidence of first name personalization, or that it's based on browser behavior; and the messaging is mixed, featuring both male and female products.



What our partners say



Björn Borg is using Klevu Search and is currently in the process of rolling out a lot of the core features.

Some of the weaknesses (which will be addressed shortly) include content search, error tolerance, product boosting rules for key products and lack of category results.



We found no evidence of personalized product recommendations in Björn Borg's welcome and post-purchase emails, nor in its newsletters.

ÅHLÉNS

Åhlens is an 118-year-old department store that knows how to build customer loyalty through personalized communications.

At a glance

Founded: 1899

URL: ah lens.se

Sector: Department Stores

Emails sent during evaluation: 12



HTM Email Experience

- 22 Welcome email
- 16 Newsletters
- 0 Abandoned cart emails
- 2 Order confirmation email
- 0 Evidence of segmentation
- 2 Evidence of automation
- 3 Credibility & best practice
- 2 Timeliness
- 2 Cross-channel promotion
- 2 Unsubscribe & preferences
- 51 Total

HTM Customer Experience

- 1 Email subscription
- 5 Website browsing experience
- 2 Website checkout experience
- 2 Post-purchase experience
- 10 Total

What did we love?

We liked the fact that this well-established Swedish department store applies advanced personalization techniques to its welcome email and newsletters. The 118-year-old retailer does this by informing customers, in the body of the email, about the dollar value of their points. The dynamic content block also gives customers their loyalty score, membership level and account number, which combine to create a powerful, relevant message.

Åhlens' use of images in its welcome emails and mobile-version messages is also very strong. Its hero image is small and on brand, and there is a good selection of products with effective text if the image isn't loaded. All mobile image CTAs use a compelling product picture, as well as a text offer, and a button overlay.

This has prominent "show now" caption text, all of which results in great mobile optimization.

What could be improved?

Although Åhlens produced some highly effective welcome emails and newsletters, the one thing we thought was missing was an abandoned cart email. With the addition of this, the department store could increase its opportunities to close sales and deliver additional personalization.

We also felt the company could benefit from improving its email and newsletter sign-up management. Although the process is simple, there are some anomalies when it comes to the format of the customer's personal identification number, which initially made it difficult to create an account. There's also no preference center which prevents subscribers from dialing up or dialing down the communications they receive.

What our partners say

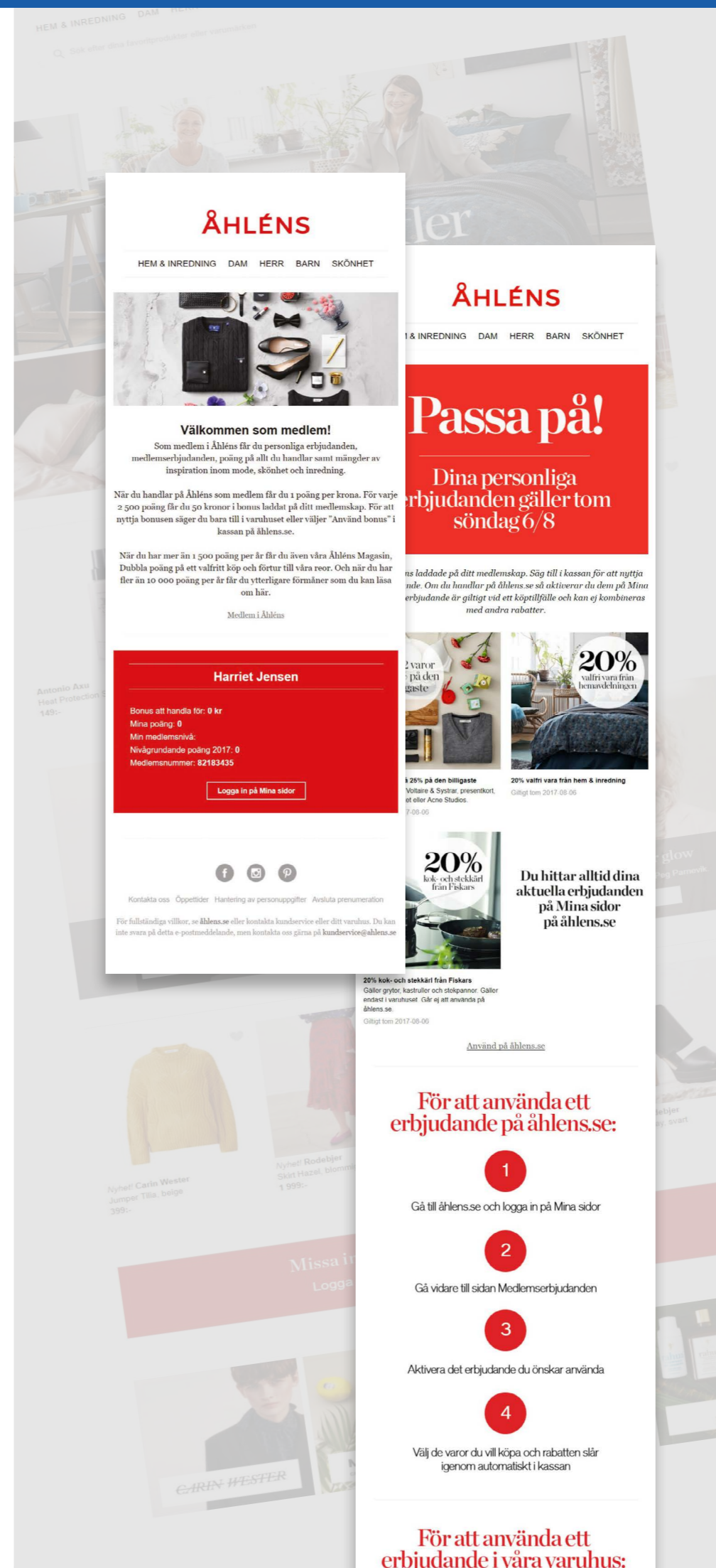


Åhlens displays popular search queries while using an auto suggest layout. It provides filtering options on the search results page and has a strong error tolerance.

Overall, we believe Åhlens is doing a good job and is serving impressive results even for more complex queries.



Åhlens didn't appear to attempt to personalize the product recommendations in its emails. Newsletters contained a mixture of items aimed at all genders, despite providing behavioral and order data. However, every email sent contained a personalized content block detailing the points earned from its rewards program.





Gymgrossisten is one of Norway's leading online stores in training and health, designed by athletes for athletes.

At a glance

- Founded: 1996
- URL: gymgrossisten.no
- Sector: Health, Nutrition, Pharmacy & Food
- Emails sent during evaluation: 14



HTM Email Experience

- 9 Welcome email
- 14 Newsletters
- 8 Abandoned cart emails
- 2 Order confirmation email
- 0 Evidence of segmentation
- 1 Evidence of automation
- 3 Credibility & best practice
- 2 Timeliness
- 2 Cross-channel promotion
- 2 Unsubscribe & preferences
- 43 Total

HTM Customer Experience

- 1 Email subscription
- 6 Website browsing experience
- 2 Website checkout experience
- 3 Post-purchase experience
- 12 Total

What did we love?

Gymgrossisten uses a straightforward and no-nonsense style, and we particularly appreciated the consistency across the emails, which included the images. The emails are all on brand and have a uniform 'friendly' from name, though there are some rendering challenges.

Other elements also displayed clarity and simplicity, such as the branded post-purchase evaluation email, which thanked us for our purchase and asked us to provide feedback on the order.

What could be improved?

Nevertheless, we did find a number of areas that hold room for improvement, most notably the voice and style of the text, which we generally found uninspiring. For example, the welcome email subject line was a very standard message with no use of pre-header text. Overall, the welcome email content is minimal, and doesn't provide any valuable information to help new subscribers absorb the brand.

The newsletter emails are powerful though, as they ask a question and have a clear purpose. But there is no use of the pre-header space, and the email is all image, so the message is completely lost when images are turned off. There's no stacking or text wraps, and the menu is small on a mobile, with emails not designed for Gmail at all, which is an oversight that could irritate many recipients.



What our partners say



Gymgrossisten uses a clean instant-search interface, which provides product recommendations. It also allows for filtering and 'add to cart' on the search results page, which is also very nicely styled.

Gymgrossisten could improve its search by providing popular search term prompts and also promoting categories. The error tolerance of the existing search could be improved.



Gymgrossisten's key email communications – including its welcome message, post-purchase email and newsletters – were absent of any one-to-one product recommendations.



Based in Stockholm, Caliroots is a lively streetwear fashion retailer with physical and online stores.

At a glance

- Founded: 2003
- URL: caliroots.com
- Sector: Clothing, Jewelry & Accessories
- Emails sent during evaluation: 21



HTM Email Experience

- 4 Welcome email
- 12 Newsletters
- 13 Abandoned cart emails
- 1 Order confirmation email
- 0 Evidence of segmentation
- 2 Evidence of automation
- 3 Credibility & best practice
- 2 Timeliness
- 2 Cross-channel promotion
- 2 Unsubscribe & preferences
- 41 Total

HTM Customer Experience

- 3 Email subscription
- 6 Website browsing experience
- 2 Website checkout experience
- 2 Post-purchase experience
- 13 Total

What did we love?

Caliroots is a funky streetwear fashion retailer that's full of energy, and this certainly gets communicated through its email marketing and website, which comprise consistent messaging and design throughout. We particularly loved the newsletter which uses lots of vibrant images and makes good use of animated GIFs and interactive content. In general, emails are image-heavy, with minimal copy, and there are lots of large images and button links which work well for this brand.

The company makes good use of multichannel as well, with some nice social promos and store links in the footer of most emails, with an abundance of clickable images being used. Finally, the newsletter sign-up has a great popover style, making it is easy to see, while keeping the main message of the homepage clear.

What could be improved?

Although Caliroots' use of images in its emails is one of its strengths, we also felt it became a weakness when not coupled with more sophisticated text. For example, we found the welcome email quite lackluster: it's a very simple message telling us that our account has been created but has no image or CTA that drives us back to the website.

Furthermore, the welcome email's 'landing page' is just a link to the homepage, meaning Caliroots is missing out on opportunities to further engage new subscribers. Improving processes such as these could enhance the customer experience and help to build a more compelling proposition for the user.

What our partners say

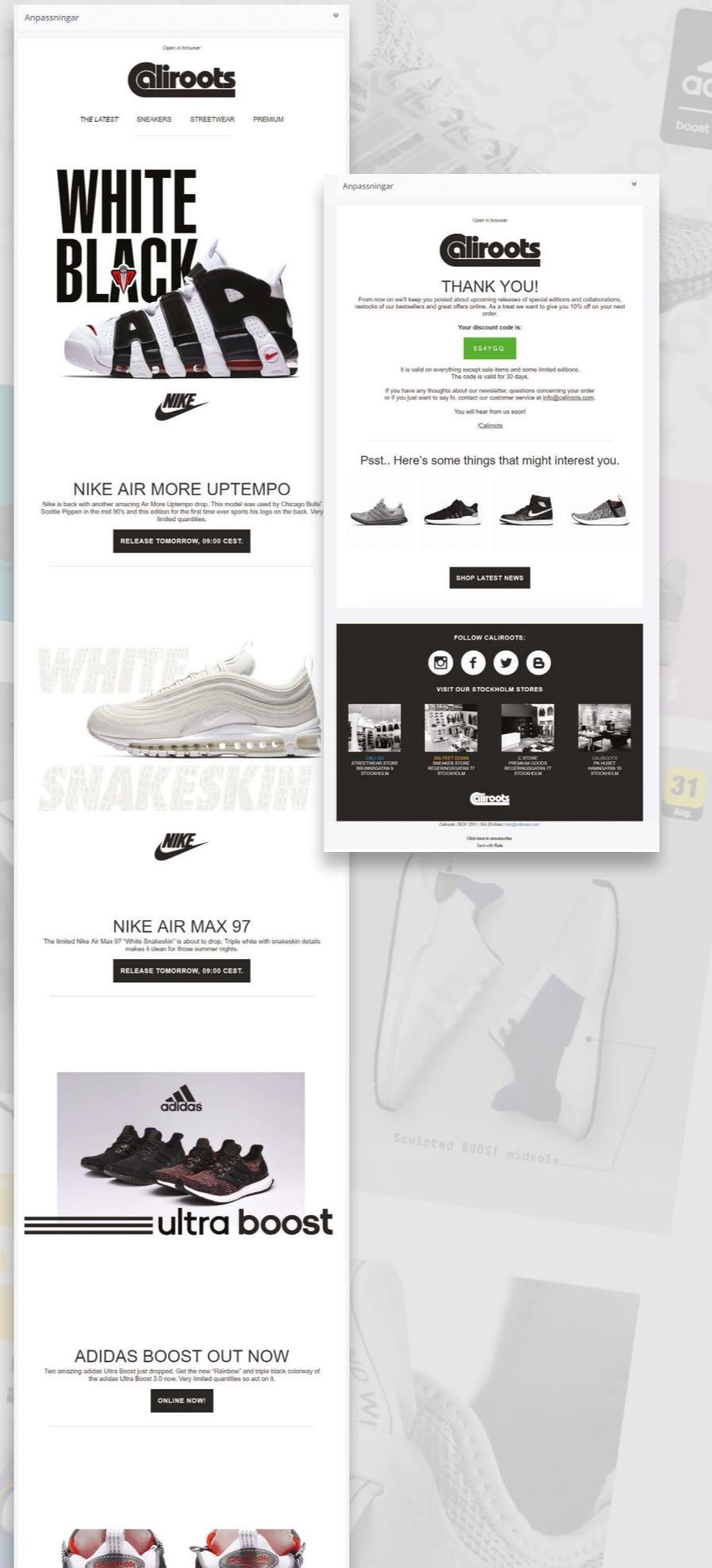


Caliroots has a nice clean interface. The brand uses filters on its search results page and displays category results. It also allows users to 'add to cart' from the search results page.

Some of the less positive aspects of Caliroots' search include a lack of promotion of more popular lines or items. It also has a poor error tolerance and is unable to handle less generic queries such as "Nike trainers".



Two welcome emails were sent. One was a plain-text message and the other was richer, including a coupon and a block of product recommendations. However, it doesn't look like it's been refined based on browsing behavior. The title of the block is also quite vague: "Pst.. Here's some things that might interest you" so we can't catch whether it's a selection inspired by browsing history or a random selection based on the wisdom of the crowd.



Muuto is an ultra-stylish Scandinavian interior design company whose name means 'new perspective' in Finnish.

At a glance

- Founded: 2006
- URL: muuto.com
- Sector: Home, DIY & Other
- Emails sent during evaluation: 3



HTM Email Experience

- 20 Welcome email
- 14 Newsletters
- 0 Abandoned cart emails
- 0 Order confirmation email
- 0 Evidence of segmentation
- 1 Evidence of automation
- 3 Credibility & best practice
- 1 Timeliness
- 3 Cross-channel promotion
- 2 Unsubscribe & preferences
- 44 Total

HTM Customer Experience

- 2 Email subscription
- 6 Website browsing experience
- 0 Website checkout experience
- 0 Post-purchase experience
- 8 Total

What did we love?

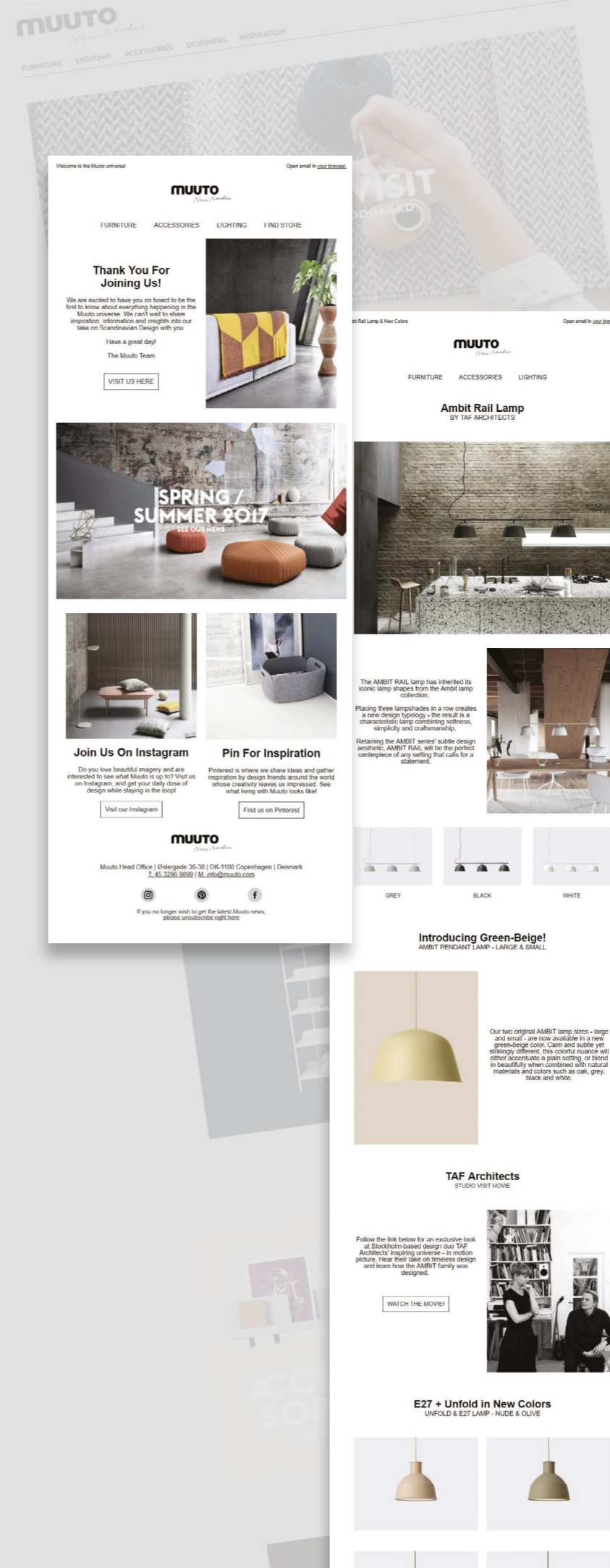
Denmark-based Muuto prides itself on bold furniture and product designs, which makes it a solid performer when it comes to capitalizing on effective imagery. For example, Muuto's welcome and newsletter emails were particularly well-branded and striking. Optimized file sizes and responsive templates meant the emails displayed well on mobile devices in terms of image stacking and wrapping, with easily tappable CTAs.

Overall, Muuto's email design and tone of voice is consistent and considered. Communications have effective call-to-action placement, with CTAs and links above the fold of the email and incorporate actionable language.

What could be improved?

One major issue with Muuto is that we were not able to buy a product from this brand because the company only sells in store. The website has no cart functionality, and customers only have the option to find a store. This is a significant issue for a retailer that has an online shop window and invites customers to engage with it in the digital world.

We also found the newsletter to lack relevance in several areas. For example, one of the first emails we received was about the company's new lighting range and was not personalized to our journey or relationship with the brand. Furthermore, the only links featured in the newsletter are for general departments such as furniture or accessories.



What our partners say



Overall, Muuto provides one of the weaker examples of search - however, because the catalog isn't as large and complex as some of the other stores, it's arguably less critical.

Muuto's error tolerance isn't very strong and there also doesn't appear to be any merchandising around promoting key products. Muuto's site is also unable to handle more complex queries.



We reviewed Muuto's welcome email, post-purchase communications and newsletters but found a lack of one-to-one product recommendations across the board.



Fjällräven is a Swedish outdoor equipment retailer that specializes in products that help people to enjoy nature.

At a glance

- Founded: 1960
- URL: fjallraven.se
- Sector: Clothing, Jewelry & Accessories
- Emails sent during evaluation: 6



HTM Email Experience

- 10 Welcome email
- 13 Newsletters
- 0 Abandoned cart emails
- 2 Order confirmation email
- 0 Evidence of segmentation
- 1 Evidence of automation
- 3 Credibility & best practice
- 2 Timeliness
- 2 Cross-channel promotion
- 3 Unsubscribe & preferences
- 36 Total

HTM Customer Experience

- 1 Email subscription
- 8 Website browsing experience
- 2 Website checkout experience
- 0 Post-purchase experience
- 11 Total

What did we love?

We loved Fjällräven's clean, outdoorsy brand, which is represented well in its imagery. The retailer's mobile responsiveness was a strong point, with emails displaying well on all devices and looking good in terms of image stack and text wraps.

Clear and well-placed calls-to-action were in evidence, with CTAs and links above the fold of the email. The emails also have CTAs with multiple links to the landing page. Fjällräven didn't collect our gender on sign-up, however we liked that it tried to collect this information – perhaps for future segmentation opportunities – by asking us whether we wanted to shop men or women in its newsletter. All in all, Fjällräven is a solid performer when it comes to email best practice and brand consistency.

What could be improved?

The place where the company could raise its game is its welcome email. This is a lackluster, plain text-style email that only uses one image – the logo – which we believe is a missed opportunity to wow the customer. As well as lacking images, the welcome email has no buttons, just text links, and the only visible CTA is one that enables the customer to create a new password. In our view, we wouldn't say the copy inspires us to click through to the website, and even if it did, there is no CTA or login link, despite the fact that the email outlines the benefits for doing so.

Another missed opportunity is the lack of an abandoned cart email, which would give this outdoor lifestyle brand the opportunity to build customer relationships and save missed sales.

What our partners say

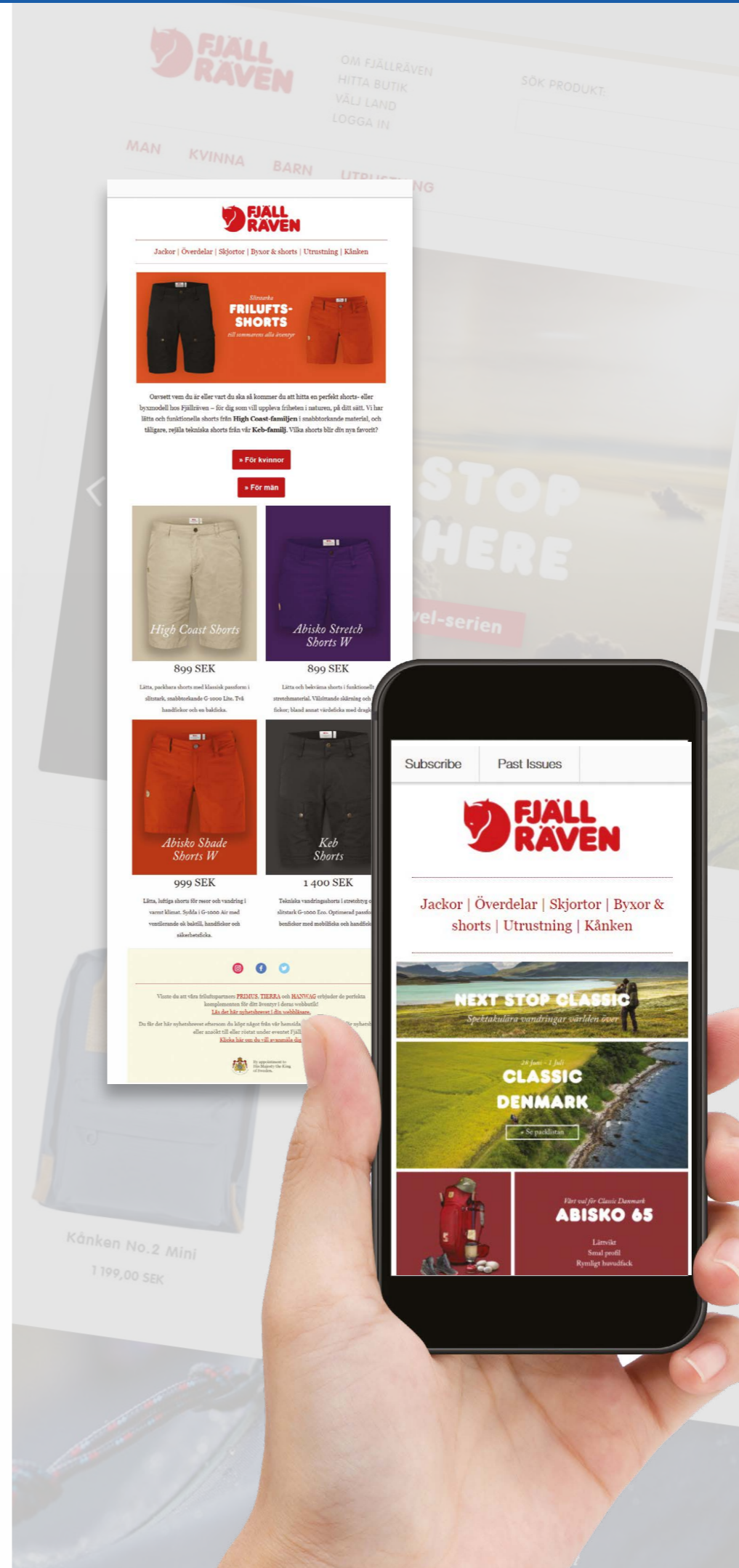


Fjällräven is using a quick search UI, which shows both product results and query suggestions. Fjällräven produces good results for most straightforward queries.

Some of the weaknesses include not being able to filter on the search results page and that its error tolerance isn't very strong. The site is also not handling colour variants in the optimal fashion.



Fjällräven demonstrated good email best practice but fell down in areas such as personalization. Key email communications were absent of any one-to-one product recommendations.



Norway's first online bookshop, Haugenbok, prides itself on fast delivery and excellent customer service.

At a glance

- Founded: 1929
- URL: haugenbok.no
- Sector: Home, DIY & Other
- Emails sent during evaluation: 11



HTM Email Experience

- 0 Welcome email
- 12 Newsletters
- 16 Abandoned cart emails
- 1 Order confirmation email
- 0 Evidence of segmentation
- 0 Evidence of automation
- 3 Credibility & best practice
- 1 Timeliness
- 1 Cross-channel promotion
- 2 Unsubscribe & preferences
- 36 Total

HTM Customer Experience

- 2 Email subscription
- 7 Website browsing experience
- 1 Website checkout experience
- 0 Post-purchase experience
- 10 Total

What did we love?

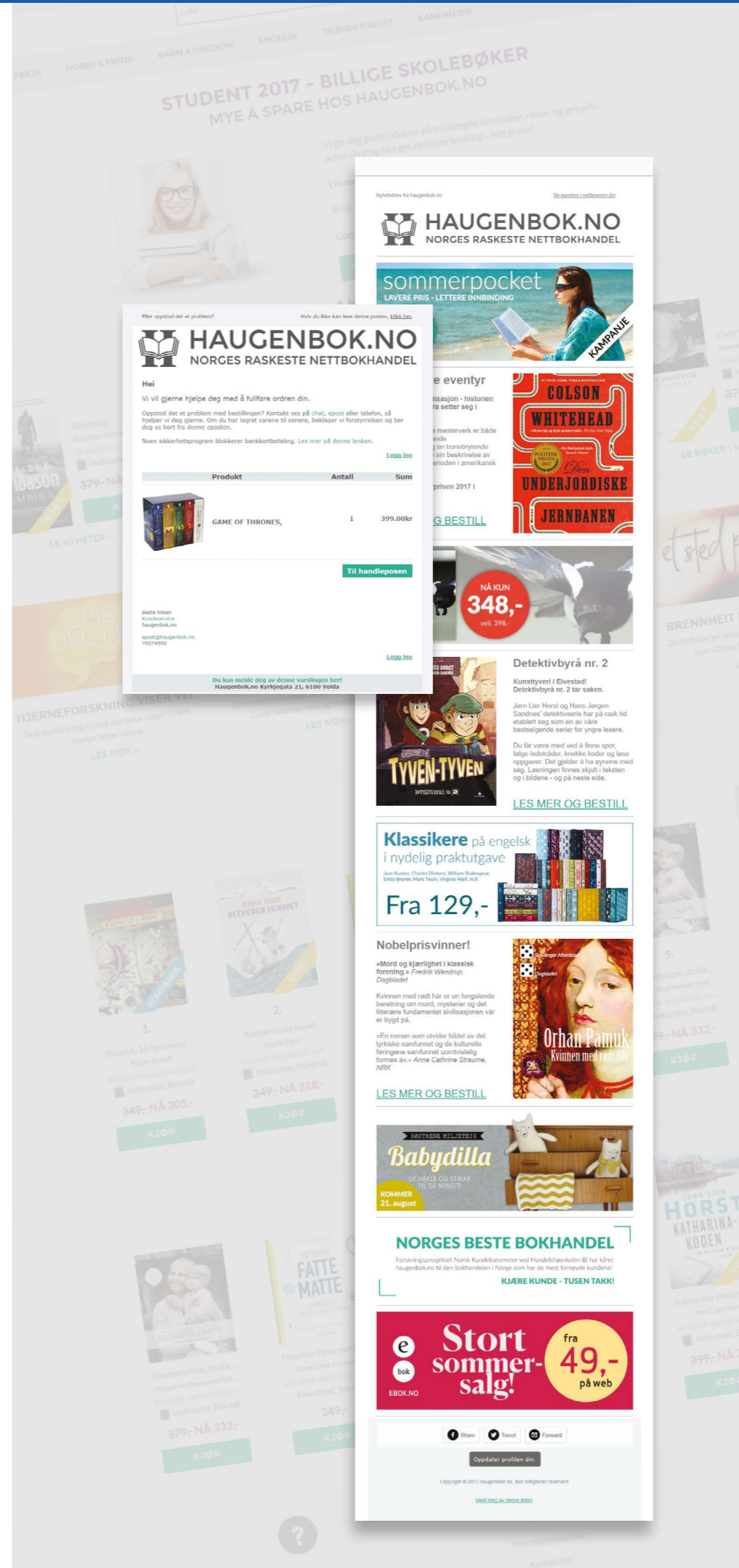
One of the strengths of Haugenbok's email marketing strategy is the way it uses fun, down-to-earth subject lines and headers for effect. A prime example is the brand's abandoned cart email and its subject line "Here is your cart in case you had to run", with a smiling face emoji to soften the message. The pre-header then continues on the subject line with: "or was there a problem?", which makes us feel as though the company cares about our experience.

The design of the abandoned cart email is simple and effective, and it's easy to click/tap the different CTAs; however, the email does not render or stack for mobile, meaning the copy is a little small to read.

What could be improved?

Customer service is clearly at the top of Haugenbok's list, which is why we were disappointed that there was no specific welcome email on sign-up; a major oversight. It means the retailer is missing out on brand building, customer loyalty and retention, and even potential sales.

Another thing we struggled with was the order confirmation email, which lacks an upsell or cross-sell. And although the content is simple, there is a lot of confusion around currencies, with it unclear as to how much has been paid.



What our partners say



Haugenbok is using an instant search UI and also provides filtering on the search results page. Haugenbok also allows users to 'add to cart' directly from the search results page.

The error tolerance could be improved, but overall this is a good example of search.



We found no evidence of personalized product recommendations in Haugenbok. no's welcome and post-purchase emails, nor in its newsletters.

Digishop is a Finnish ecommerce store that offers a wide and varied range of products at competitive prices.

At a glance

- Founded: 2005
- URL: digishop.fi
- Sector: Electronics, Software and Appliances
- Emails sent during evaluation: 4



HTM Email Experience

- 11 Welcome email
- 0 Newsletters
- 12 Abandoned cart emails
- 2 Order confirmation email
- 0 Evidence of segmentation
- 1 Evidence of automation
- 2 Credibility & best practice
- 1 Timeliness
- 1 Cross-channel promotion
- 3 Unsubscribe & preferences
- 33 Total

HTM Customer Experience

- 1 Email subscription
- 7 Website browsing experience
- 3 Website checkout experience
- 1 Post-purchase experience
- 12 Total

What did we love?

One of the aspects of Digishop's email marketing that impressed us is that it works hard to minimize the loss of sales. It uses a comprehensive abandoned cart email with a subject line that directly addresses us, and uses the subject line to offer a 10% discount. It doesn't stop there though. The company also uses this touchpoint to display the abandoned product as well as informing us that "customers who bought this also bought..." to increase AOV.

We also loved Digishop's unsubscribe process because it's clearly visible in the email and asks for valuable feedback. Additionally, the customer is able to unsubscribe from just one type of communication – for example, the abandoned cart alerts.

What could be improved?

What was less impactful, however, is the fact that a newsletter did not arrive in a timely manner (two weeks), which we consider a lost opportunity to nurture engagement.

We also found that, although Digishop's email and newsletter sign-up process is easy, it's not prominent on the website, nor is there an incentive to sign up or any sense of urgency applied by pop-ups. Considering the company frequently has products on offer on its website, this could be an ideal vehicle to advertise them and increase sales, and would be relatively straightforward for Digishop to address.



What our partners say



Digishop's search functionality enables you to search in different categories, however this is unnecessary if the company adopted a strong search integration.

The look and feel of Digishop's instant search layout could be improved considerably, plus the error tolerance is also a big weakness.



Digishop's email communications were limited and the ones we did receive were absent of any personalized product recommendations, despite purchasing from the brand.

TOKMANNI

Finnish discount retailer Tokmanni has a striking brand and massive range of products available online and across 160 stores.

At a glance

Founded: 2012
URL: tokmanni.fi
Sector: Department Stores
Emails sent during evaluation: 15



HTM Email Experience

- 0 Welcome email
- 6 Newsletters
- 12 Abandoned cart emails
- 2 Order confirmation email
- 0 Evidence of segmentation
- 2 Evidence of automation
- 1 Credibility & best practice
- 1 Timeliness
- 2 Cross-channel promotion
- 2 Unsubscribe & preferences
- 28 Total

HTM Customer Experience

- 2 Email subscription
- 8 Website browsing experience
- 1 Website checkout experience
- 1 Post-purchase experience
- 12 Total

What did we love?

In just five years, Finnish discount retailer Tokmanni has constructed a bright and lively brand identity, which it has managed to translate well for its digital communications. We were especially impressed by its creative email imagery, which used an effective envelope-focused design that looks great on mobile devices.

The department store group has also developed several compelling propositions in its newsletter, particularly its 'recommended for you' section and its abandoned cart email. The latter pulls in content from the customer's shopping basket, and it also tempts them with similar products and the site's most popular products. Finally, we liked the 'find our store' button which helps to localize Tokmanni's product sell.

What could be improved?

One aspect we thought was missing was that there is no welcome email when you sign up, only a double opt-in message. From a customer experience perspective, it would be ideal for Tokmanni to put a program in place which introduces new subscribers to its brand and highlights its USPs.

We also thought the abandoned cart landing page lacked any link to the product or basket, taking the customer to the home page instead, which is a frustrating experience. However, the abandoned cart email does feature dynamic content.



What our partners say



Tokmanni is using an instant search layout, which features both products and categories, and also displays the most popular searches on its search results page.

Two key weaknesses for Tokmanni are around the look and feel of the instant search UI and also the error tolerance, which seems to only support straightforward queries.



In Tokmanni's newsletter, we found a product selection promoted (via Nosto) but there's no indication as to whether the product recommendations are personalized. Is this a Best Seller selection? Or a result of our browsing history? A descriptive title would be ideal here.



Denmark's Coolshop has become one of Europe's fastest growing online department stores.

At a glance

- Founded: 2003
- URL: coolshop.dk
- Sector: Department Stores
- Emails sent during evaluation: 11



HTM Email Experience

- 0 Welcome email
- 13 Newsletters
- 0 Abandoned cart emails
- 1 Order confirmation email
- 0 Evidence of segmentation
- 0 Evidence of automation
- 2 Credibility & best practice
- 2 Timeliness
- 1 Cross-channel promotion
- 2 Unsubscribe & preferences
- 21 Total

HTM Customer Experience

- 1 Email subscription
- 7 Website browsing experience
- 0 Website checkout experience
- 3 Post-purchase experience
- 11 Total

What did we love?

In general, Coolshop has a simple yet consistent approach to email communications. One thing that we liked above all other aspects was its post-purchase emails. Confirmation arrived promptly and was concise, and we were also asked for independent feedback via Trustpilot.

There were a couple of anomalies worth pointing out though. For example, the largely text-based emails included the entirety of the legal copy, rather than a link to the full terms and conditions. Also, there was no attempt to upsell or offer related products.

What could be improved?

There were a couple of absences in the customer experience process, one of which is that there is no welcome email to tell you that your account has been created. Also, there's no cart recovery email, despite the fact that we added an item to the cart after signing in and abandoning the site; Coolshop would see results by tightening up on these elements.

There's also a lack of email personalization overall, particularly for the newsletter, which features an offer-driven subject line and image-based content that's not dynamic.

What our partners say

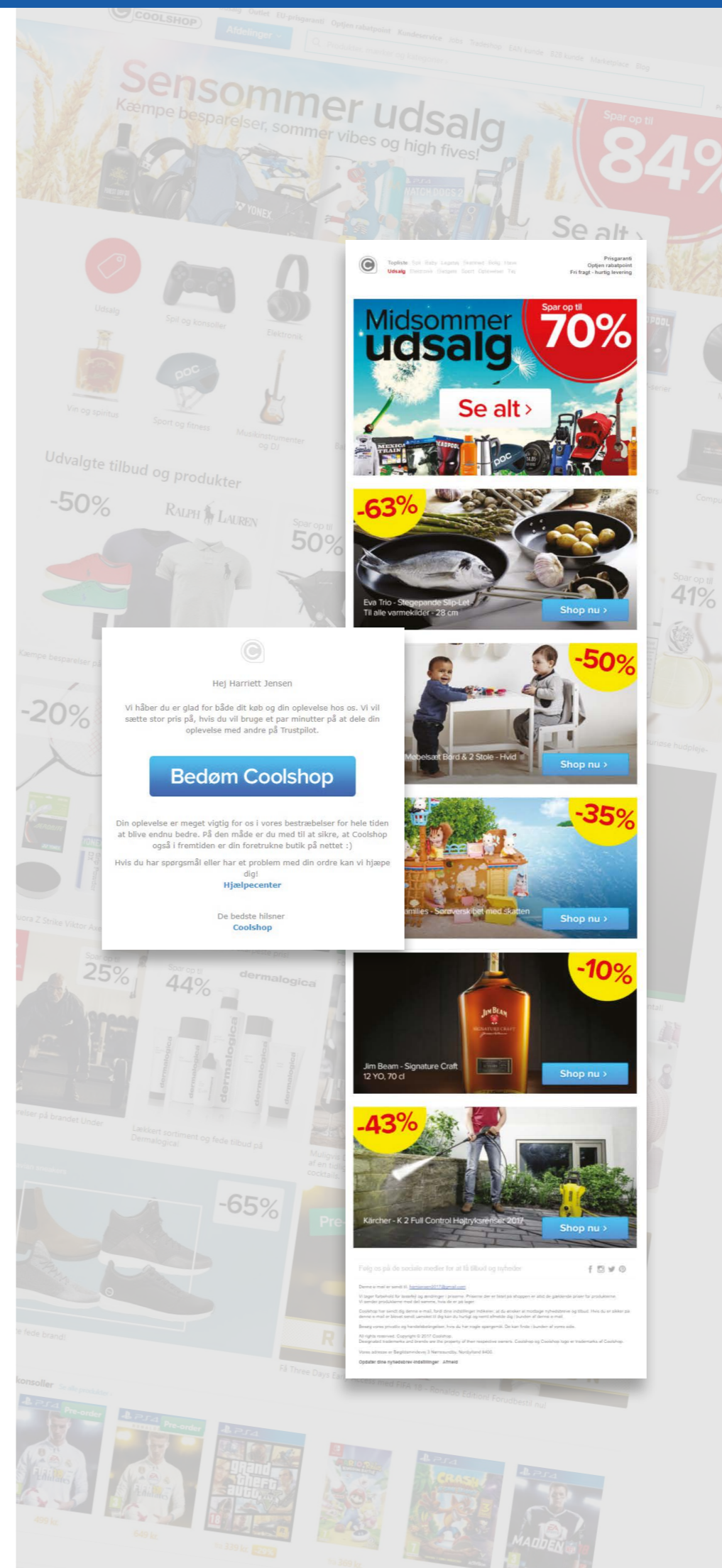


Coolshop has a very clean and fast instant search UI and is able to process a lot of non-generic queries. It's also providing category results and allows for filtering on the search results page.

Areas Coolshop could improve on include providing popular searches and better error tolerance, but overall its search is fairly good.



No welcome email was received from Coolshop and on reviewing the brand's newsletters and post-purchase communications, we found a lack of personalization and product recommendations.





JYSK is an international retail chain that sells 'everything for the home', established by Denmark's grocery legend Lars Larsen.

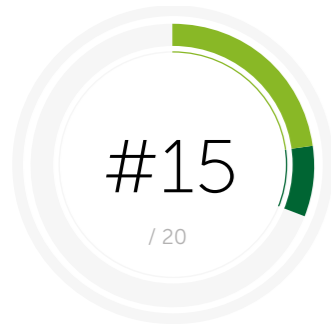
At a glance

Founded: 1979

URL: jysk.dk

Sector: Home, DIY & Other

Emails sent during evaluation: 11



HTM Email Experience

- 0 Welcome email
- 17 Newsletters
- 0 Abandoned cart emails
- 0 Order confirmation email
- 0 Evidence of segmentation
- 0 Evidence of automation
- 2 Credibility & best practice
- 0 Timeliness
- 2 Cross-channel promotion
- 2 Unsubscribe & preferences
- 23 Total

HTM Customer Experience

- 1 Email subscription
- 7 Website browsing experience
- 0 Website checkout experience
- 0 Post-purchase experience
- 8 Total

What did we love?

Jysk's website and communications have a lovely look and feel, with emails featuring cross-channel promotion of things like its social networks. The business also performed solidly for email marketing fundamentals: for example, with the newsletters, the view in browser link was clearly visible and is easily accessible on mobile devices.

The brand also did well on call-to-action placement, with CTA and links above the fold of the email, with easy-to-understand, actionable language, and a linked hero image. Mobile responsiveness was also excellent, with emails displaying well on multiple devices.

What could be improved?

Although Jysk uses beautiful and prominent imagery and crisp text, we were surprised it didn't make the most of email as a marketing channel. For example, there is no welcome email, because there's no easily available sign-up option on the website.

Communications are limited to transactional and generic newsletter emails, and we noticed that all of the marketing messages are 'batch and blast' mailings that lack personalization. Subsequently, there appeared to be no automation programs in place, indicating a window of opportunity.

What our partners say

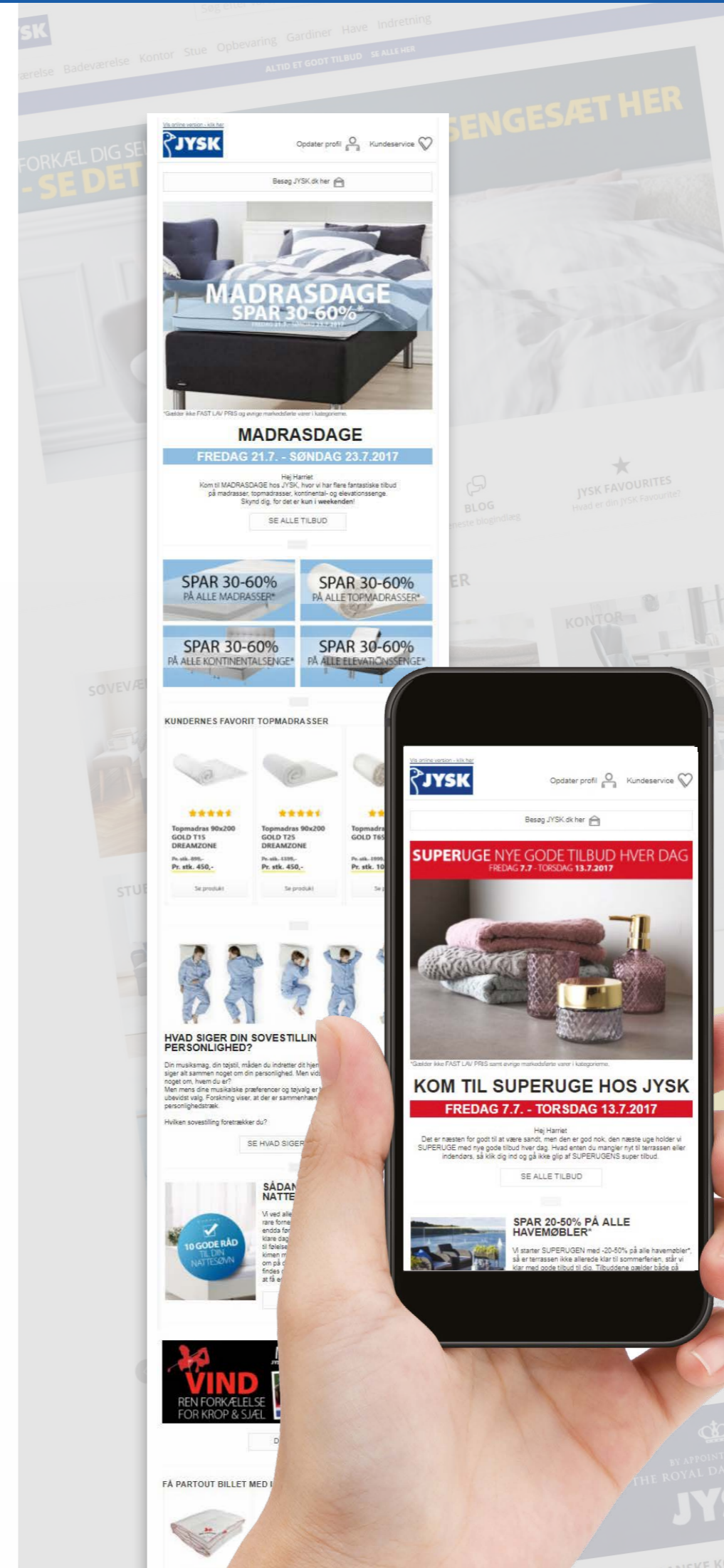


Jysk has a clean quick search UI that shows products and category results, and also provides filtering on its search results page.

The weaker points include a poor error tolerance and being unable to add items to cart directly from the search results page.



Jysk didn't deliver a welcome message and so our review is based on its newsletters and transactional emails, of which we found no evidence of personalized product recommendations.

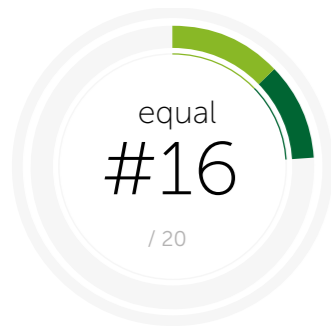




Coverbrands is a beauty products wholesaler and manufacturer with one of Norway's biggest online stores.

At a glance

- Founded: 2006
- URL: coverbrands.no
- Sector: Clothing, Jewelry & Accessories
- Emails sent during evaluation: 6



HTM Email Experience

- 4 Welcome email
- 0 Newsletters
- 0 Abandoned cart emails
- 2 Order confirmation email
- 0 Evidence of segmentation
- 0 Evidence of automation
- 3 Credibility & best practice
- 2 Timeliness
- 2 Cross-channel promotion
- 0 Unsubscribe & preferences
- 13 Total

HTM Customer Experience

- 1 Email subscription
- 7 Website browsing experience
- 2 Website checkout experience
- 1 Post-purchase experience
- 11 Total

What did we love?

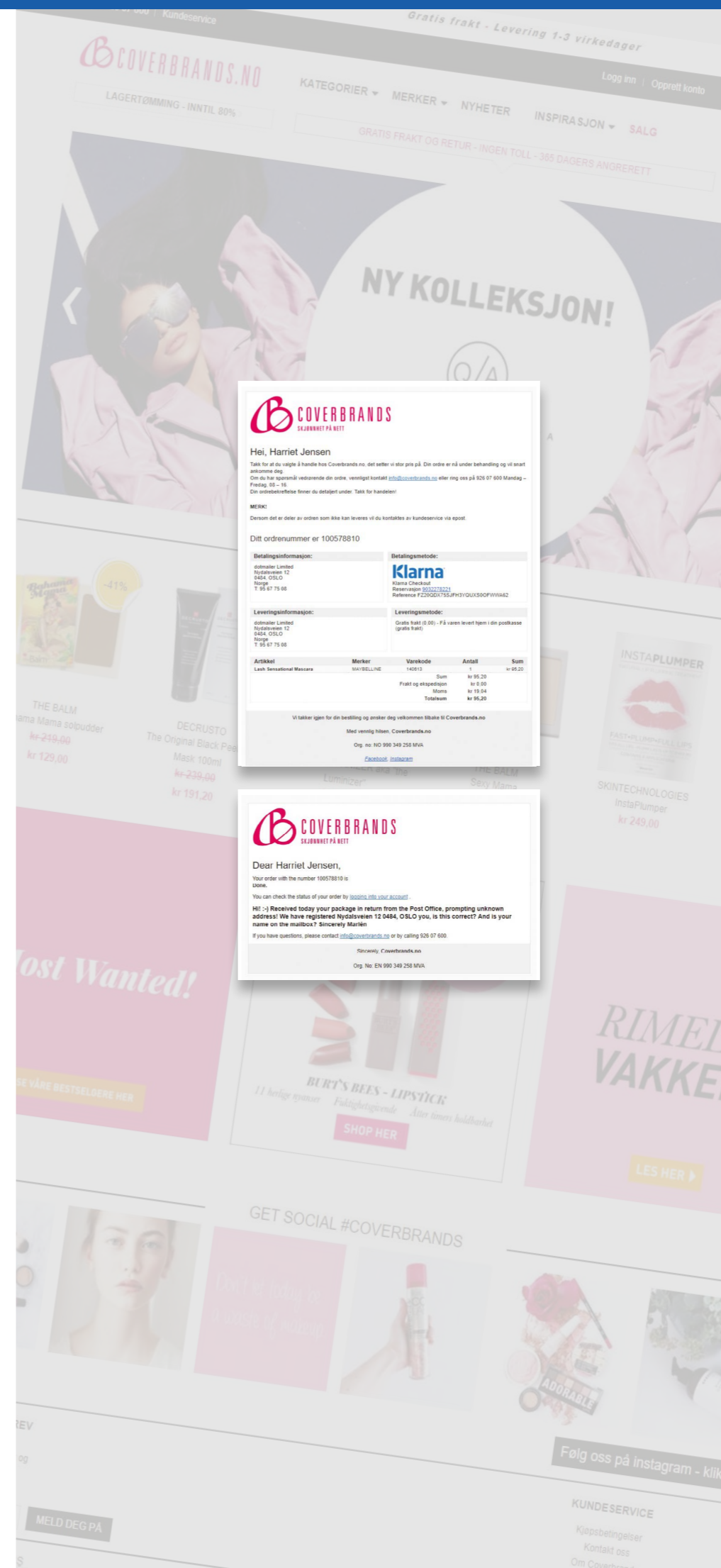
We immediately noted that Coverbrands was serious about customer experience, sending out prompt and regular post-purchase emails. Confirmation emails contained consistent branding and were concise and informative. No upsell or product recommendations were included, however.

We were also impressed by a personal message from Coverbrands' customer service department when our package was returned by the post office, checking in to see if everything was okay.

What could be improved?

Although customers receive a prompt service, a welcome email is absent and we only received a plain-text sign-up message. Consequently, it really acts as a transactional email, informing us of the username we chose in order to register for an account and fails to tempt us back to the website.

Beyond the lack of welcome email, Coverbrands also failed to send us any marketing communications to keep its brand front of mind. Personalized offers or even editorial-style content could go some way to driving up engagements and even sales.



What our partners say



Coverbrand is currently using Klevu and has a very strong error tolerance. The brand uses a grid view quick-search UI, which is good for browsing products.

The search results page doesn't allow the user to add to cart directly and the instant search layout could arguably be improved from a styling perspective.



There were limited emails for us to review and unfortunately, none of them contained any evidence of smart personalization.



Founded in Norway in 1877, Helly Hansen specializes in jackets & gear for skiing, sailing, outdoor, and sportswear.

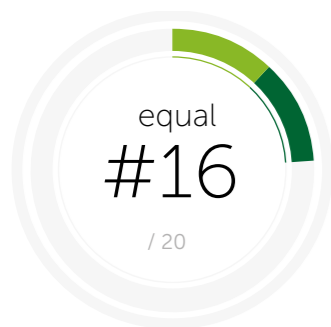
At a glance

Founded: 1877

URL: hellyhansen.com

Sector: Clothing, Jewelry & Accessories

Emails sent during evaluation: 3



HTM Email Experience

- 7 Welcome email
- 0 Newsletters
- 0 Abandoned cart emails
- 2 Order confirmation email
- 0 Evidence of segmentation
- 0 Evidence of automation
- 1 Credibility & best practice
- 1 Timeliness
- 1 Cross-channel promotion
- 0 Unsubscribe & preferences

12 Total

HTM Customer Experience

- 1 Email subscription
- 7 Website browsing experience
- 2 Website checkout experience
- 2 Post-purchase experience

12 Total

What did we love?

Norwegian retailer Helly Hansen is a very established household name, so you would expect them to have decades of experience in retail sales. Indeed, it was the sales and order-related processes that we admired. The order confirmation email, which came promptly after the purchase was made, is well-branded and includes relevant product recommendations.

The 'your order has been shipped' email gave us the option to track the status of shipping, and we particularly liked the use of multichannel updates, which include SMS notifications.

What could be improved?

We were very surprised that such an experienced retailer could miss so many customer touchpoints when it comes to email communications, however. No newsletters were received at all: a missed chance to drive engagement and remain top of mind. There are also no abandoned cart emails, which again is a missed opportunity to rescue potentially lost sales.

Touching on the brand's welcome email, there were no images and the company uses very functional copy simply confirming our subscription. Lastly, there are no clear CTAs which makes it hard to understand what action the customer is supposed to take next. Overall, there are plenty of opportunities for this well-known business to make enhancements across the board.



What our partners say



Helly Hansen is another Klevu customer that provides a very clean instant-search experience and offers different types of suggestions around queries. The handling of colourways and the error tolerance are the key features of this search experience.

Improving the search landing page and providing category results are two examples of improvements that could be made.



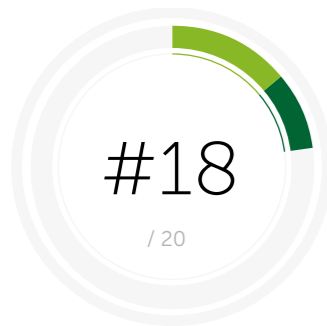
We found no evidence of personalized product recommendations in Helly Hansen's welcome message or post-purchase emails.



Selling over 50,000 products, Verkkokauppa.com is Finland's best-known online retailer, offering tech, toys, sports and childcare lines.

At a glance

- Founded: 1992
- URL: verkkokauppa.com
- Sector: Electronics, Software & Appliances
- Emails sent during evaluation: 5



HTM Email Experience

- 7 Welcome email
- 0 Newsletters
- 0 Abandoned cart emails
- 2 Order confirmation email
- 0 Evidence of segmentation
- 1 Evidence of automation
- 2 Credibility & best practice
- 1 Timeliness
- 1 Cross-channel promotion
- 0 Unsubscribe & preferences
- 14 Total

HTM Customer Experience

- 1 Email subscription
- 6 Website browsing experience
- 2 Website checkout experience
- 0 Post-purchase experience
- 9 Total

What did we love?

With 50,000 products on offer, it's vital for verkkokauppa.com to deliver a consistent brand experience. And we felt that the company achieves this effectively across its customer touchpoints. The sign-up experience was particularly notable for several reasons: it has a robust 'my account' section with options to add social login, view orders and see 'events' on your account. It also asks for nationality on sign-up, with options for Swedish, Finnish, English and Russian, so the company can tailor the experience in the future.

We were also impressed that verkkokauppa.com sent a feedback request email to gather our thoughts on shipping and the product itself.

What could be improved?

We only received welcome and transactional emails and strongly felt that verkkokauppa.com is missing out on vital customer touchpoints, along with the opportunity to rescue abandoned carts, upsell and cross-sell, and generally build customer relationships.

We didn't receive any marketing communications beyond the welcome message, and were surprised to see that this email didn't offer a way to unsubscribe from future emails. All in all, we provided lots of behavioral and order data yet none of this was reflected in the way the brand communicated with us.

What our partners say

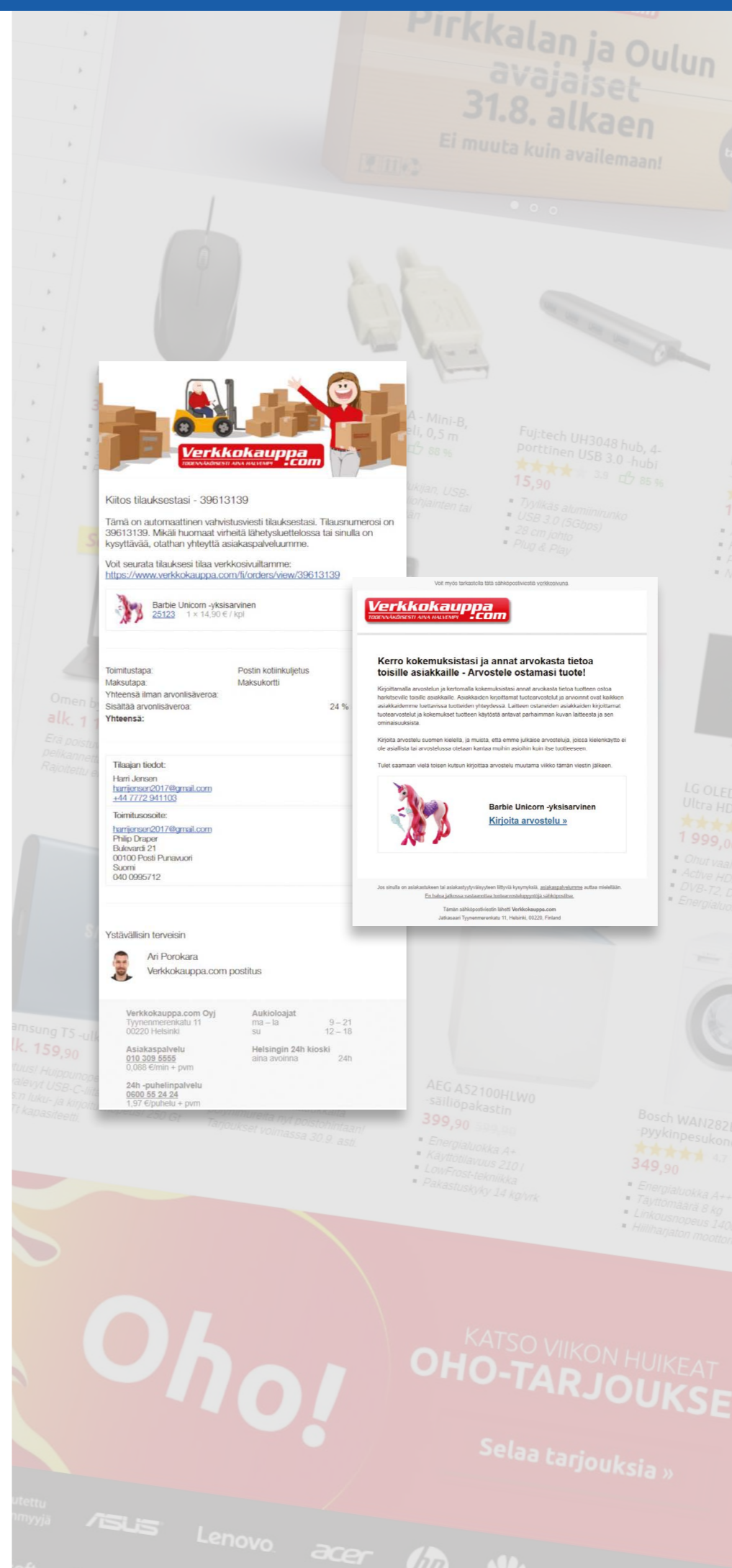


Verkkokauppa is using an instant-search interface, which is good. It also appears to promote key products well and the search results page is fairly strong.

The accuracy and error tolerance are both fairly weak and the quick-search UI could look better, particularly if it displayed fewer products and other types of results.



No newsletters were sent by Verkkokauppa.com but the welcome email and transactional communications showed no sign of advanced personalization.

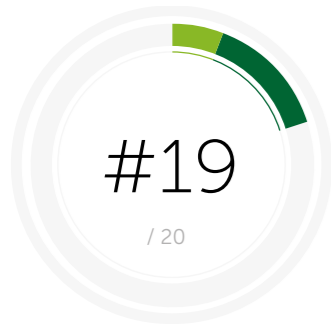




IKEA is a brand that requires little introduction, with 340 department stores in 28 countries and a strong online presence.

At a glance

Founded: 1943
 URL: IKEA.fi
 Sector: Home, DIY & Other
 Emails sent during evaluation: 4



HTM Email Experience

- 0 Welcome email
- 0 Newsletters
- 0 Abandoned cart emails
- 2 Order confirmation email
- 0 Evidence of segmentation
- 1 Evidence of automation
- 1 Credibility & best practice
- 1 Timeliness
- 1 Cross-channel promotion
- 0 Unsubscribe & preferences
- 6 Total

HTM Customer Experience

- 0 Email subscription
- 8 Website browsing experience
- 1 Website checkout experience
- 5 Post-purchase experience
- 14 Total

What did we love?

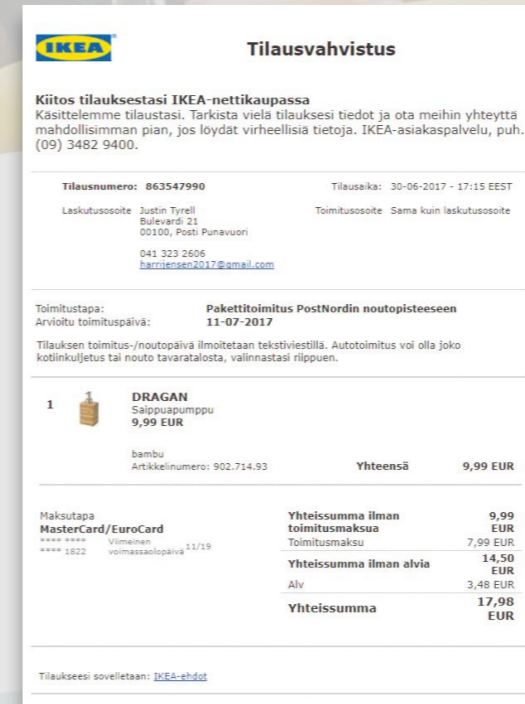
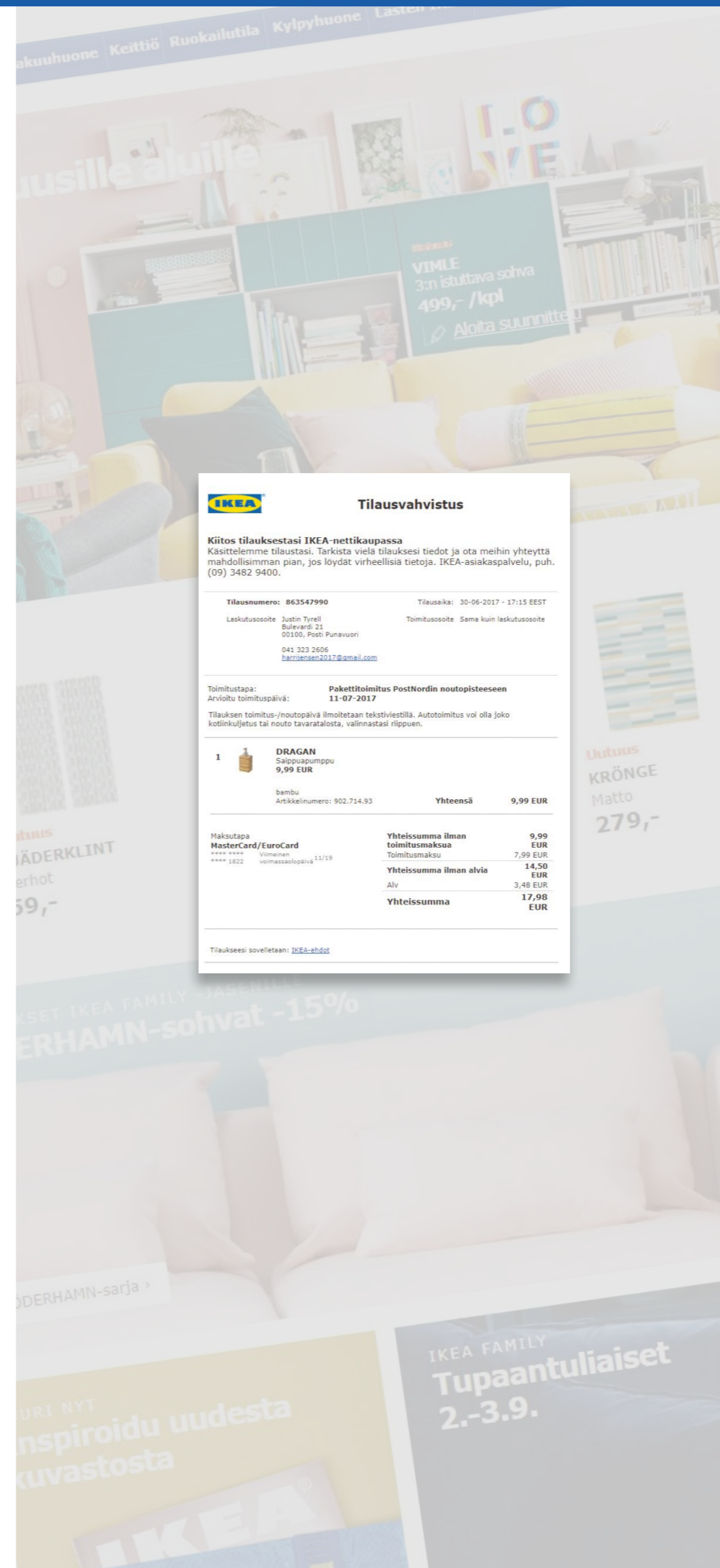
IKEA is an incredibly savvy retailer, with strong values and a finger on the pulse when it comes to its customers. As expected, the order process was prompt and we were kept well informed after the purchase was made: we received a dispatch note, a delivery timeslot and observed that the brand supported multichannel updates.

IKEA used an independent reviews provider, Questback, to ask for our feedback on the product; the customer feedback email came in a timely manner, giving adequate time to test out the product.

What could be improved?

Although IKEA is a very experienced and customer-conscious brand, we were disappointed by its lack of email marketing in a number of areas. Firstly, we couldn't find the newsletter sign-up on the website; only the option to create an account. Once we had set up the account, we couldn't see an option to opt into emails.

We didn't receive a welcome email, just a short plain-text message thanking us for updating our personal account preferences; we'd even provided a date of birth. We also didn't receive any newsletters, and there was no abandoned cart email, which was a missed opportunity. Finally, apart from the branded order confirmation email, all other shipping updates came in inconsistent, or unbranded email templates, each with a different 'friendly' from name.



What our partners say



There are a number of positives for IKEA's search - it's providing category results, displaying filtering on the search results page and providing functions such as 'add to cart' and 'compare' within the search results.

Some examples of less positive aspects include the error tolerance/fuzzy search, lack of content search (e.g. returns information), synonym handling and zero-result search management.



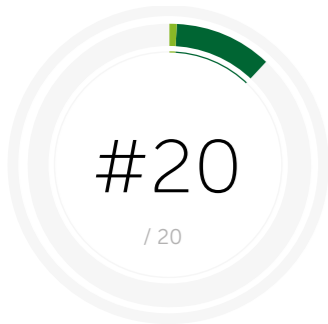
We were surprised that IKEA's communications were lacking and that no evidence of smart personalization was found, regardless of making a purchase.



Webhallen is a leading Swedish online technology retailer that prides itself on its low prices and speedy delivery.

At a glance

- Founded: 1999
- URL: webhallen.com
- Sector: Electronics, Software & Appliances
- Emails sent during evaluation: 3



HTM Email Experience

- 0 Welcome email
- 0 Newsletters
- 0 Abandoned cart emails
- 1 Order confirmation email
- 0 Evidence of segmentation
- 0 Evidence of automation
- 0 Credibility & best practice
- 0 Timeliness
- 0 Cross-channel promotion
- 0 Unsubscribe & preferences
- 1 Total

HTM Customer Experience

- 1 Email subscription
- 7 Website browsing experience
- 2 Website checkout experience
- 1 Post-purchase experience
- 11 Total

What did we love?

Webhallen.com has clearly built a successful business, selling hardware, software, peripherals and multimedia technologies in a fiercely competitive market. We felt that the business ticks a number of boxes in terms of its email marketing, but in truth, there weren't a lot of things that we really loved about its digital marketing execution.

The most notable components are that the newsletter and email subscription invite is present on the website; we received the order confirmation email promptly after we made our purchase; and we also received a shipping update dispatch note. All transactional messages came in plain text, used no salutation, and were generally formatted badly.

What could be improved?

Conversely, we identified a range of areas that could certainly benefit from being addressed by the brand. These largely focus on a lack of email marketing communications, which could improve the business' customer interactions and sales if they are addressed. For example, we received no welcome email, newsletter or abandoned cart mail, and consider each of these to represent significant missed opportunities for engagement.

The emails we did receive throughout our journey came from different 'from' addresses and providers, and some were labeled as Amazon Marketplace, not Webhallen, which results in a dilution of its brand. So, all in all, we felt that this brand could benefit greatly from delivering a coherent and consistent brand experience.

What our partners say



Webhallen is providing category results and has a fairly good error tolerance.

Again, this is a relatively positive search implementation. One area that could be improved would be the overall UI/UX of the search results page.



We found no evidence of personalized product recommendations in Webhallen's post-purchase emails, and no welcome messages or newsletters were received.



dotmailer

hitting the mark

www.dotmailer.com