



e-shot™ CASE STUDY

Developing customer loyalty through a personal touch, e-shot™ is enabling the De Rigo brand to go from strength to strength

DE RIGO
WE SHARE THE VISION

www.derigo.com

LUXURY EYEWEAR SUPPLIER WITH THEIR EYE ON THE BALL

De Rigo is a worldwide leader in the design production and distribution of quality eyewear. Created in Italy and established in 1978; this celebrated company distributes its products through its own brands of Police, Sting, Lozza, & Lozza Sartoriale as well as the desirable licensed brands of Chopard, dunhill, Nina Ricci, Carolina Herrera, Furla, Zadig & Voltaire, Tous, Trussardi, and Fila. They use the system to fulfil several communication goals sending a mixture of promotional, brand led emails and core company communications.

CHALLENGES

The eyewear market is dominated by large conglomerates, so De Rigo differentiate by focusing on personalised service, which the e-shot™ system makes easy for them. By building brand loyalty and providing a personal touch for both sales agents and trade customer network, De Rigo are able to stand out from the crowd. But with a number of brands, audiences and messages, getting the right messages to the right people at the right time was an operational challenge. Ensuring all segments received consistent and timely messages managed from a single source was a strategic imperative.

“e-shot™ is quick, simple, clean, easy and manageable. Even a person that has no email marketing experience could enjoy using the system, while the look and feel of the platform is perfect for our high-end, luxury brands”

ABIGAIL GAVIN, TRADE MARKETING MANAGER



Our data is secure and managed perfectly, allowing us to focus on creative – meaning we save time and have a clear, focused way of reaching our database, all within our own control. We have seen a consistent increase in engagement and our database is continuing to grow with loyal, clean data.

ABIGAIL GAVIN, TRADE MARKETING MANAGER

HOW E-SHOT™ HELPED

De Rigo have been an e-shot™ customer since 2013 and have seen steady growth in engagement and clicks throughout this time. Segmentation and personalisation are critical to creating the best engagement experience for both customers and resellers. By frequently using A/B split testing De Rigo further optimise their campaign engagement. “The e-shot™ system makes this easily achievable”. By using the insights provided in the reports, the team have continuously monitored and optimised their campaigns.

RESULTS, ROI AND THE FUTURE

“We use the database as a way of reaching customers and supporting our agents in the field. As an example, our house brand of POLICE saw an overall sales uplift of **24% year on year** from 2013 to 2014. This is an exceptional growth and has in no doubt been supported by the e-shot™ email platform.”

ABOUT FORFRONT

Forfront makes it simple for businesses to expand and grow, with a repertoire covering software development, state-of-the-art mobile apps, a suite of customisable digital marketing services, website creation, bespoke corporate branding designs, the leading email marketing product e-shot™ and more. Since 1998 Forfront has grown rapidly year on year, helping thousands of clients including many household names and industry-leading firms, while e-shot™ has over 1800 users.



+44 (0) 20 3320 8777

marketing@forfront.com

www.e-shot.net

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