

VIVIENNE WESTWOOD LEADS THE WAY FOR **TAILORED** **COMMUNICATIONS**

AT SCALE WITH MAPP



ABOUT VIVIENNE WESTWOOD:



Today, Vivienne Westwood is one of the last independent global fashion companies in the world.

At times thought provoking, this brand is about more than producing clothes and accessories. Westwood continues to capture the imagination and raise awareness of environmental and human rights issues. With a design record spanning over forty years, Vivienne Westwood is now recognized as a

global brand. And Westwood herself as one of the most influential fashion designers and activists in the world today. Vivienne Westwood is now one of the last truly independent fashion houses in the world, with stores in 63 locations. They have a strong presence in the UK, but also with a large Asian market following with 19 store in South Korea and a further 12 in both China and Hong Kong.



THE CHALLENGES

Vivienne Westwood is a forward thinking, customer-first business and, as a result, has gone to great lengths to ensure they have a progressive Customer Data Platform to help them serve their customers.



They selected Mapp Cloud as their Customer Data Platform not only because of the technical capabilities, but also the high level of support and expertise at hand to drive their digital communication strategy forward. Vivienne Westwood understands the importance of their customers and tying up purchases that happen online with offline ones in their stores. As a result, they have implemented Mapp's partner Eyos (formerly yReceipts) to handle their in-store digital receipts. As a by-product of all transactions getting a digital receipt, Mapp Cloud receives the important store transactional data and has a direct channel for obtaining customer opt-ins. This helps build the personalisation story and tailor marketing communications.



THE SOLUTION

Vivienne Westwood has a strong business focus on personalised and targeted communications, and as a result, uses all aspects of Mapp Cloud. This includes our on-site behavioural tool to drive personalised product recommendations, as well as key revenue-driving campaigns such as cart abandonment. Furthermore, Vivienne Westwood is taking an insight-led approach to their strategic decisions and have, therefore, implemented our Mapp Intelligence solution to drive actionable retail insights and tailor their cross-channel marketing communications accordingly. This aligns the business on KPIs as well as gives them detailed analysis of channel performance and building tailored RFM models against their important customer set.



“ As a business, we love working with such iconic brands and being able to leverage the full Mapp Cloud technology for Vivienne Westwood which has accelerated the revenues coming through their digital channels. We are continuing to innovate and implement programmes that are tailored to Vivienne Westwood's customers based on intelligent insights and have many exciting plans upcoming. Watch this space! ”

VICTORIA STEPHENS - CUSTOMER SUCCESS MANAGER AT MAPP



THE RESULTS

Vivienne Westwood's team have been able to dramatically cut down the costs for internal design team and time for creation of emails, and now have more data against their customer base than ever before. This includes real time web browsing, offline store purchase data as well as all eCommerce transactions.

ENGAGEMENT RATES

Key campaign mechanics such as Open rates are now

upwards of 38%

and drive large customer engagement at over

5.8% clickthrough rate.

These figures are testament to their segmentation strategy and relevance to their customers.

Vivienne Westwood's team are able to

identify nearly 1 in 3 of all visitors

to the website and as a result can successfully target customers who are in market and serve hyper personalised communications at scale.

With a high average order value (AOV) of

over £140 per transaction,

ensuring customers have the best customer experience, to initially convert but also return and become repeat advocates of the brand testifies why actionable insights is crucial to their long-term strategy.

“ Since working with Mapp Cloud we have seen excellent results. We can unify all our customer data from previously disparate sources and now with Mapp Intelligence we are getting insight led customer data at our fingertips which is driving business change. We look forward to developing our activity with Mapp over the coming months and years.”

ILARIA MORELLI - DIGITAL MARKETING MANAGER AT VIVIENNE WESTWOOD

