Leading flash sale company Ideel delivers personalized marketing to its 6 million+ email subscribers and mobile app users with Blueshift's Segment-of-One Marketing Automation.

ABOUT IDEEL

- Headquartered in New York
- Joined the Groupon family in 2014
- More than 6 million members
- Fashion destination with 1000 brand partners in women's apparel, shoes, beauty and accessories, plus must-haves for men and home

THE CHALLENGE

- Email & mobile push notifications drive nearly 50% of revenue, making personalization very important for growth
- Personalization extremely hard due to large customer base, and rapidly changing catalog with new events being added every day
- Multiple platforms for engagement (website & multiple mobile apps) making it harder for marketers to automate data driven campaigns

THE BLUESHIFT SOLUTION

Blueshift enabled Ideel to execute large scale hyper- personalized campaigns (**more than 100 million emails per month**) over email and mobile push notifications.
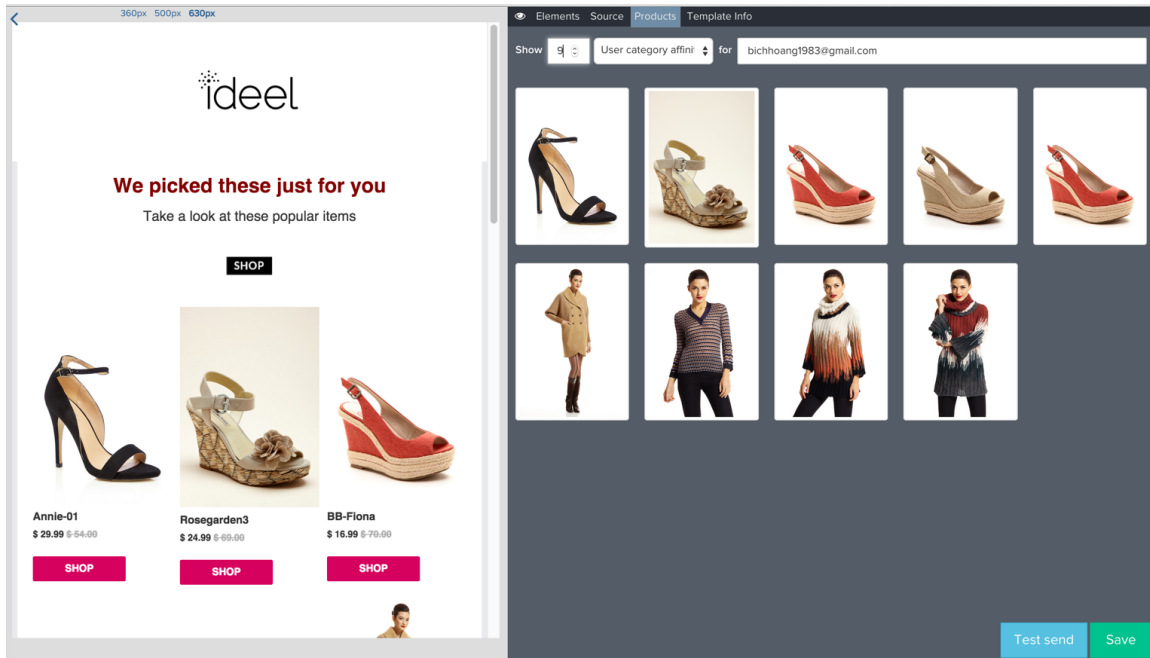
- **360-degree user profiles**: With Blueshift, Ideel has been able to track web & mobile behavior and connect that with historical CRM & transaction data
- **Segmentation engine:** With Blueshift's segmentation engine, it's a breeze for the Ideel team to create dynamically updating segments of users
- **Personalized merchandising:** Using Blueshift, Ideel was able to automate several forms of personalized merchandising ranging from Abandoner retargeting, Category Affinity, Collaborative Filtering, Cross-Category Recommendations, Trending Content and more.
- **Automated triggered & batch campaigns**: Using Blueshift's segmentation & real-time campaign execution capabilities, Ideel was able to launch multiple personalized campaigns and triggers on email and mobile push notifications.

THE RESULTS

Launched multiple triggers that convert 3-10X better than batch sends

Fully ramped up to 100 million emails/month within 4 weeks

Cross-channel co-ordination between email and mobile

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We chose Blueshift for its real-time segmentation and dynamic content personalization abilities that can be applied on email as well as mobile. We will now be able to meaningfully engage individual consumers across multiple channels and platforms, which was hard to do before.

Saurabh Sharma, Head of Global Marketing, Ideel