

Fast-Growing Online Jewelry Retailer, James Allen, Increases Engagement with Dynamic, Personalized Experiences

James Allen, a leading online retailer for diamond bridal jewelry, makes the process of online ring shopping more approachable through customized search filters and unique visualization features which include a 360 degree HD video of every product. Their long purchase cycle requires the right balance of delivering tailored product recommendations, while being discreet and respectful in their approach. They needed a dynamic, fast-response marketing platform to deliver personalized messages at key moments of the customer lifecycle based on real-time site behaviors.

THE TURNING POINT

Disconnected Marketing Solutions Lacked Behavioral Data

James Allen had used numerous marketing automation solutions that couldn't handle their intricate customer journeys of multiple touchpoints across their website and email. They needed a way to recommend the most relevant product from their dynamic catalog of over 300,000 conflict-free diamonds and hundreds of setting styles based on onsite browsing behavior. The team also had limited visibility into campaign performance and long waiting periods to resolve campaign glitches, which made it nearly impossible to determine what drove customer actions — leading to missed opportunities and lost revenue.

OBJECTIVE

Be More Agile and Innovative with Dynamic Customer Experiences

James Allen is a fast-growing and dynamic company that constantly tests new strategies. They needed an equally fast and dynamic partner to grow and scale with their team, and allow them to tap into their rich first-party data and real-time customer activities to deliver the personalized experiences optimized for their customers.

James Allen set out to find a solution that would empower them to:

- ▶ **Be agile and react quickly** as new opportunities arose by creating new campaigns, segments, templates, and more without relying on engineering or support resources
- ▶ **Activate real-time behavioral data** from across their website and email to deliver more relevant, continuous experience throughout the customer journey
- ▶ **Deliver personalized experiences** that surface timely, tailored content and recommendations at key moments based on affinity, site browsing, historical behaviors, and more

+17%

Website Sessions Driven by Personalized Experiences

+27%

Message Volume with Same Resources

10 Hrs

Saved Weekly with Self-Serve Tools

“We're a dynamic and fast-moving company. We needed a solution that could keep up and scale with our team. We selected Blueshift because they enabled us to collect, track, and act upon more data than ever before and use real-time website behaviors to drive more personalized experiences.”



Michal Halpern
Conversion Optimization Manager, James Allen


STRATEGY


Scale Personalization Using Real-Time Site Behaviors


James Allen selected Blueshift because it was a fast, flexible platform that enabled their team to unify more data than before across their website events, campaign engagement, catalogs, transactions, and in-house tools and use it to deliver real-time, personalized experiences with truly tailored recommendations specific to each user and their lifecycle stage.


Leveraging a complete, single view of every customer’s journey and real-time behaviors, James Allen was able to launch and automate key campaigns including price-drop, abandoned cart, window shopping, welcome series, post-purchase, promotional series, and more. With automated campaigns running in the background, their team saved countless hours and resources.

The following capabilities were critical to James Allen’s success:

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1:1 Personalization
Allows their team to deliver personalized jewelry recommendations specific to each customer’s real-time context such as affinities, price points, and website behaviors
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Campaign Journey Builder
Empowers their team to create and automate multi-stage cycles based on any event or behavior such as add to cart, browsed items, searches, and more through an easy-to-use interface
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Advanced Segmentation
Provides their team with an intuitive audience builder to create advanced, precise segments that auto-update with the latest customer activity
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Creative Studio
Allows their team to effortlessly create on-brand emails leveraging a comprehensive template library and customize it to brand graphics, logos, images, and more

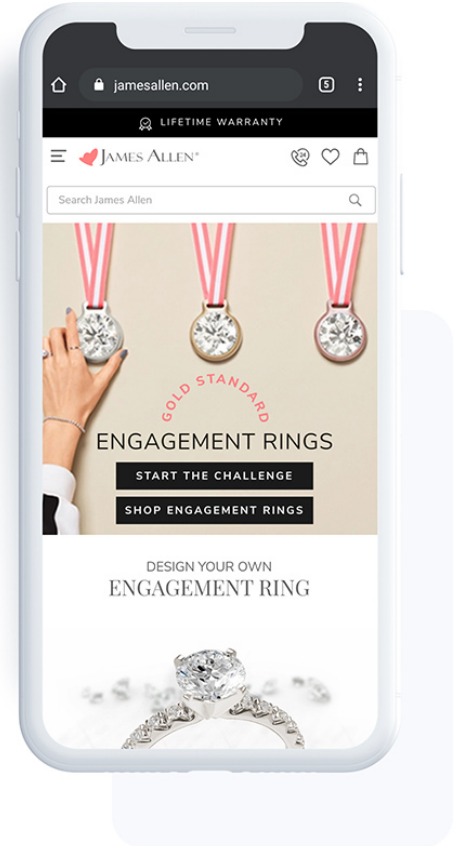
Results

James Allen was able to see:

- **+17%** in website sessions driven by personalized experiences
- **+27%** message volume with same resources
- **10 Hours** saved per week with self-serve tools

Next Steps

To stay on course with the momentum they’ve had, James Allen plans to leverage Blueshift’s data and segmentation capabilities to improve its Facebook and Instagram campaigns through Audience Syndication. They also plan to use Blueshift’s Predictive Scores to better target users and tailor messages based on affinities such as diamond styles, band types, product round-ups, and more.



“ Blueshift’s Segmentation Engine and Recommendation Builder gives us a big advantage. We’ve seen tremendous results and an increase in engagement by effortlessly building precise audiences based on any event or behavior and delivering personalized recommendations based on their most recent activities on our website.”



Alina Sulkovsky
Email Marketing Specialist,
James Allen