

Customer Review Content in Email Marketing Drives Sales

Bath and Body Works recently sent out an email containing customer ratings and reviews. The client was interested in measuring how the performance of the email compares to the average email sent out by Bath and Body Works.

The Bath and Body Works email containing customer review content outperformed the average email in several key metrics: session conversion, average order value, average session length, bounce rate, and page views per visit.

Key Findings

- The Bath and Body Works email containing reviews saw an average order value 10.04% higher than that of the average email.
- Sales per visitor is also up 11.46%
- On average, customers are visiting more pages when clicking through the email with reviews than the average email. Page views per visit is 7.48% higher.
- Average session length for the email with customer reviews is 13.6% higher than the average.
- The bounce rate is 2.36% lower than the average. A lower bounce rate means that the quality of traffic coming to the site is much better.

Conclusion:

In the test with Bath and Body Works' email, conversion rate, average order value, average session length, bounce rate, and page views per visit are all better than the average email.

Client: Bath & Body Works

Agency: Bazaarvoice

Budget: Not Disclosed

Contact Name: Shannon Glass

Case Study URL: http://bazaarvoice.com/cs_emailMarketing.html