



CASE STUDY: Need/Want



Goal: Boost revenue and move inventory with a summer sale.

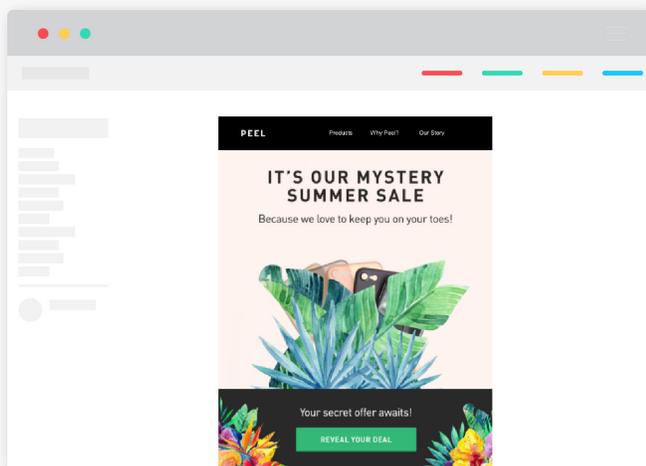


Marketing Psychology Used: Curiosity & FOMO

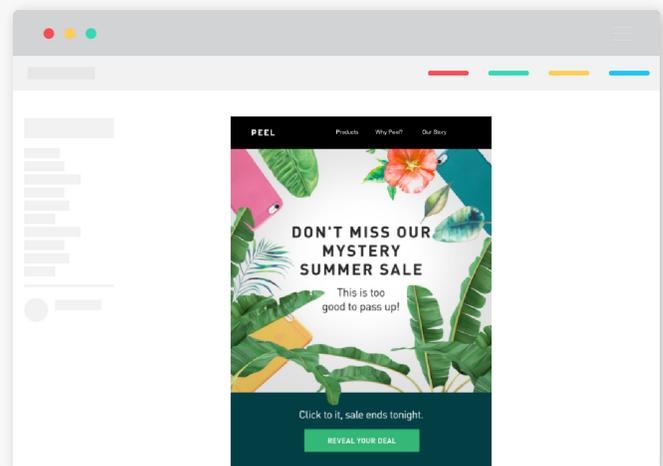
Need/Want specializes in making products that solve problems and telling stories. When they wanted to increase their click through rate and revenue associated with an email marketing campaign they turned to Zembula to help them tell their promotional story and increase their conversion rate.

Need/Want wanted to run a summer sale, offering a special promo in a first email with a follow-up email 3 days later, before the end of the promotion.

“The software is extremely easy to use. We promoted our summer sale email twice, each with a different Scratch-it, and I was able to easily clone the experience and change out the cover image without any hassle,” explains Alan Cassinelli, Director of Marketing.

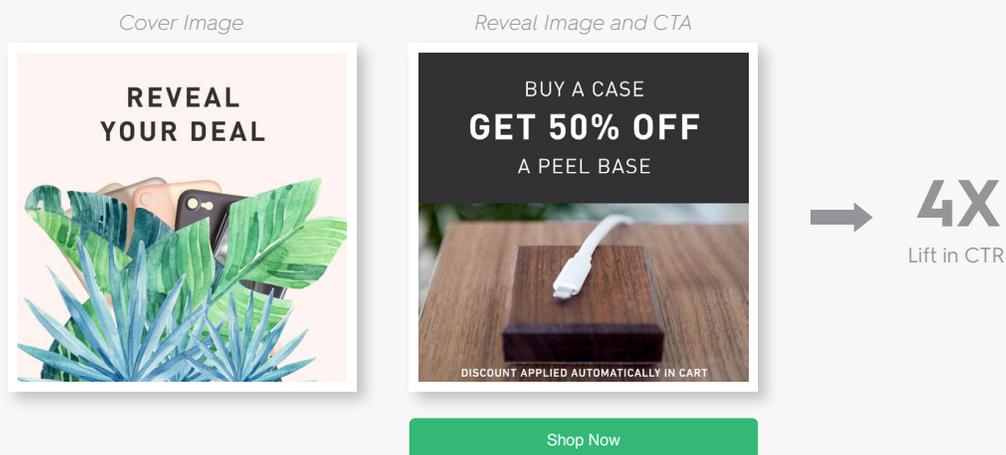


First Email



Second Email

Need/Want created this campaign using the Zembula platform and their own email service provider. Their first send went to 179,000 recipients, and generated a 4x CTR, and a 3% conversion rate.



The second email, which was similar but with a different experience, was sent to those who did not click on their first email. Again, they got a 4x boost in their CTR and an additional 3.5% conversion rate.

“Our summer sale emails using Zembula were a huge hit. We saw a 400% increase in email click-throughs, a level of engagement that we hardly ever see. That engagement drove over \$9,000 in revenue in a season where we traditionally don’t do well.”

Ultimately, Need/Want not only achieved their CTR and revenue goals, but greatly surpassed them. They also generated renewed interest in their campaigns and both surprised and delighted their audience.

“Our CEO got an email from one of our investors saying how cool the experience was and wanted to know how we did it.”

- Alan Cassinelli, Director of Marketing

With many different ways to implement and utilize Zembula’s interactive experiences, Need/Want is confident that they will see stellar results with continued use of the Zembula platform.