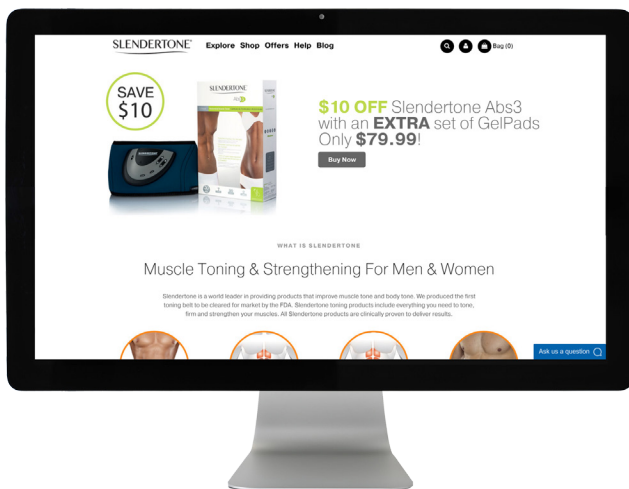




# Slendertone Uses Email Marketing to Keep Customers Focused on the Prize

Slendertone is a world leader in providing products that improve muscle tone and body shape. With 50 years' experience behind it, Slendertone was the first company to produce an Electro-Muscle Stimulation toning belt cleared for market by the US Food and Drug Administration (FDA), and has gone on to sell over 6.1 million products worldwide.



The Slendertone product portfolio is sold through distributors globally and online through multiple Magento-powered storefronts. With a growing presence in 10 countries, Slendertone employed Vaimo as a solution provider and dotmailer as a technology provider to support its global online growth strategy.

## Collecting Insight to Better “Connect”

With the explosion of wearable devices, Slendertone saw an opportunity to expand their product portfolio and to develop a clever way to keep customers engaged after they purchased. The brand created an app-driven wearable body toning belt called 'Connect Abs'.

*“The aim of this project was to develop a mechanism that would inspire customers to continue using the belt. Connect Abs lets users control the product through their smart phone or tablet.”*

*- Doug Taylor, Slendertone CRM Manager*

With the vision to connect with customers throughout their journey with the toning belt, Slendertone took advantage of the seamless data flow between their Magento platform and dotmailer email marketing platform extension. The brand collects a stream of customer usage data and uses dotmailer for Magento to automate Connect Abs emails, including weekly usage reports.

It's this data connectivity that drives Slendertone's customer engagement strategy, allowing the brand to determine when customers have begun using the device and how they're getting on. It has revealed that customers often hit a wall with their motivation at around three to four weeks into using the toning belt. But as it usually takes four to six weeks to start seeing results with the product, Slendertone set up automated email programs to deliver helpful content at the right points in a user's journey, encouraging them to keep going.

## Keeping Toners on Their Own Track

With each customer taking a unique path with the Connect Abs product dependent on their particular motivation, Slendertone's post-purchase marketing needed to be personalized. The brand again looked to the data gathered from the app and held in Magento to consider the different journeys, for example, what happens when they start a toning program? And what happens when they finish a toning program?

Slendertone developed a number of re-engagement programs for those that went off track, device usage dropping. They developed an automation program to deliver an email six days after a customer's last session, based on the toning program they are using and their motivation, and pulling in dynamic content.

“So far, we've seen a 21% success rate in encouraging people to pick their belt back up and start toning again,” said Taylor.

A customer completing a toning program provides an opportunity for the brand to drive them back to the website. Following a six-week program with the device, or 30 sessions, Slendertone delivers reminder emails to re-purchase the renewable gel pads. A powerful post-purchase solution for a digitally focused business.



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