

Case Study

DOUGLAS acquires many new customers and significantly increases sales using Sovendus Mail



About DOUGLAS Group

DOUGLAS is the leading omnichannel provider of premium beauty in Europe. The company inspires its customers to live their own kind of beauty by offering a unique range of products online and in around 1,850 stores. The product range includes fragrances, make-up, skincare, haircare, accessories and beauty services.

Challenges for DOUGLAS

The main challenges that DOUGLAS faced included **reaching new online-savvy target groups in a less promotional environment, expanding its own newsletter reach and generating new customers.**

DOUGLAS uses **Sovendus Mail**. Our partners reach more than 3.8 million active subscribers with our product. As the recipients have actively signed up to our premium newsletter mailing list after making an online purchase, they are highly qualified. With our support, our partners send out successful mailing campaigns and gain valuable new customers and additional orders.

Results

By targeting potential customers with attractive Sovendus standalone emails in conjunction with an optimised target group selection, DOUGLAS was able to record **a significant increase in sales and generate a large number of additional orders.** This increase in orders reflects the **high conversion rate of the emails** and shows that the content and offers in the campaigns **effectively motivate recipients to buy.** In addition, DOUGLAS was not only able to **successfully address new target groups** with the help of the email campaign, but also **reactivate existing customers.**

DOUGLAS is looking forward to continuing its collaboration with Sovendus and is open to extending the co-operation to other products.

39

successful email campaigns with Sovendus in 2023

10

years of cooperation in partnership

Successfully operating with Sovendus Mail in

4 countries

“With Sovendus mailings, we are able to increase our reach and address new target groups with high purchasing power. Thanks to a fixed template, the creation process is uncomplicated and time-saving for us.”

Annkathrin Pala
Professional Display Advertising Manager at DOUGLAS Group

