

Novica creates a positive new touch point and new revenue with Criteo Email



The results

 9.4%

conversion rate

 57%

open rate (vs. average of ~20%)

 22%

CTR



We're strong believers in email because it allows us to create a one-to-one communication. The fact that Criteo Email enables us to do that with customized information at the product level based on the customer journey is great."

Charles Hachtmann, Co-founder and Chief Technology Officer

The challenge

Novica is a fair-trade jewelry, fashion, and home décor e-commerce site that helps empower global artisans to succeed. In partnership with National Geographic and other high-profile organizations, Novica brings handmade products to its customers while nurturing and elevating the craft of artisans around the world.

The retailer launched its first Criteo performance display campaigns in 2013, with great results that surpassed its cost-of-sale goals. Novica wanted to build on that success by connecting with its site visitors in new ways. Email performance marketing seemed the ideal solution, but its past email marketing programs didn't cover the full site funnel. Plus, the company didn't want the headaches or expense of implementing new tags.

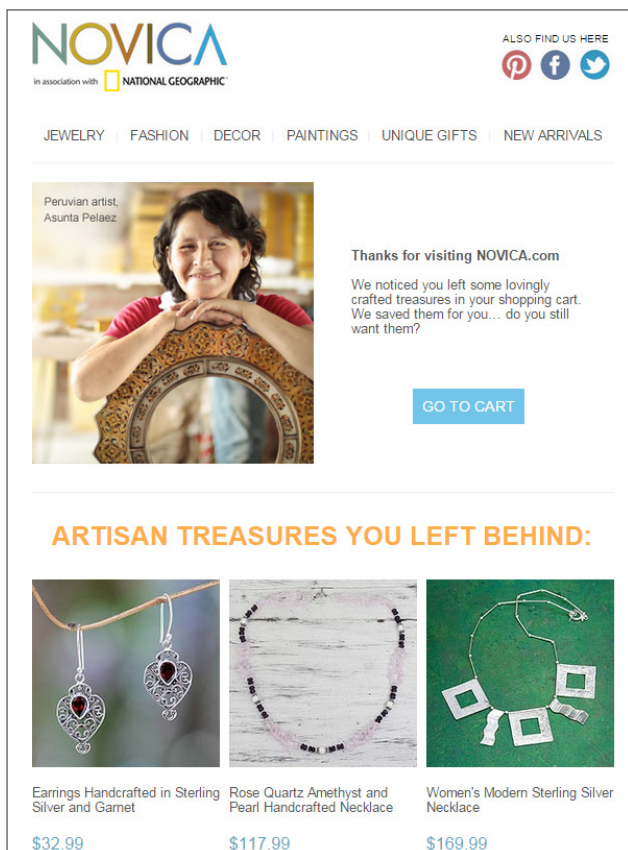
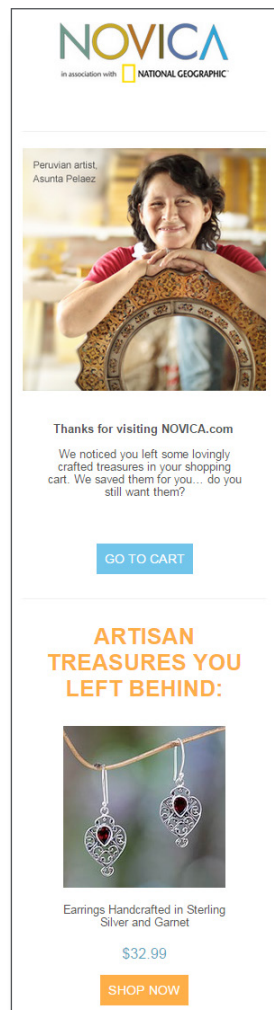
Criteo's new email performance marketing solution provided the ideal solution – with full-funnel reach, streamlined implementation using existing tags, and collaborative support from a trusted partner.

The solution

Criteo Email provides relevant and timely messaging to customers that not only sparks returns to the Novica site, but also supports Novica’s image as a company with attentive customer service. Emails are 100% opt-in, privacy-friendly and mirror Novica’s internal email format, providing a seamless and positive customer experience.

Criteo Email provides comprehensive, full-site re-engagement of homepage visitors to cart abandoners. Highly personalized messages, incentives and recommendations are delivered in real-time based on browsing history, showing the most relevant products and calls-to-action to each website visitor.

Criteo provided creative services for the campaign, and the program leveraged tags already on the Novica site, saving a significant amount of time and effort.



The results

Novica’s performance email campaigns delivered excellent results, extending the success of its performance display campaigns and enhancing its overall customer service experience.

Weekly performance reports and ongoing optimization of calls to action help drive continual performance improvements. Through Criteo Email, Novica has achieved a 9.4% conversion rate at a 6.19% cost of sale, and its open rate of 57% is nearly three times the industry average.

See what works

See more proof that performance works at [Criteo.com](https://www.criteo.com)

