



rocksbox

J E W E L R Y

Case Study

Growth Marketing & Customer Engagement



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Rocksbox is an interactive, hyper-personalized discovery and shopping service for fashion jewelry. For a monthly subscription fee, members gain access to rent unlimited jewelry from premium designers & brands. Stylists rely on in-house technology and customer-provided feedback to personalize each box shipped directly to the customer's door.

KEY TAKEAWAYS:

- Rocksbox uses Iterable for all customer engagement campaigns and messaging, eliminating the need for separate systems.
- Iterable enables Rocksbox to easily run sophisticated workflows that maximize customer engagement.
- Rocksbox has A/B tested every single message sent via Iterable and has achieved significant lift in metrics and ROI.

How does Rocksbox work?

- 1 New members take the Style Survey to indicate style preferences. They can also select pieces directly from the Wish List.
- 2 Rocksbox Stylists send members a curated, 3-piece jewelry set to wear on loan.
- 3 When they're ready for a refresh, members can swap at anytime for a new set of jewelry. Members communicate with their Stylist by leaving feedback, ensuring an even more personalized next box.

In addition, Rocksbox members can purchase jewelry right out of their box using member rewards and discounts.



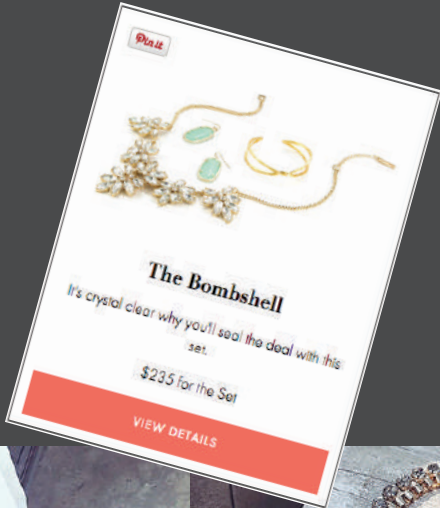
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Growth Marketing

Member engagement is inherent in Rocksbox's business model with personalization at the core of the experience. Growth marketing at Rocksbox combines user acquisition and member engagement, optimizing all points of communication to maximize ROI. The team is highly experimental and data-driven, always exploring new ways to engage their members and implementing workflows based on testing outcomes.

Email marketing and member communications are key for growth, customer activation and ongoing engagement - and this is where Iterable comes in!



"Iterable is our key platform for driving customer growth and engagement at Rocksbox. We can run and optimize all our campaigns just using the Iterable tools."

Amanda Nguyen
Growth

One-Stop Customer Messaging

Rocksbox uses Iterable for all customer messaging, including:

- blast marketing newsletters
- drip campaigns
- re-engagement campaigns
- gifting campaigns
- influencer outreach
- triggered emails based on customer characteristics and actions
- transactional emails for purchases, forgotten passwords, etc.

This compares to their past use of separate systems which were difficult to scale, error-prone, lacked reporting/analytics and were not easy for a marketer to set up and use without the help of an engineer.

Iterable now allows a team of two marketers to manage engagement campaigns sending well over 500,000 monthly messages to hundreds of thousands of customers and subscribers!



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Sophisticated Campaigns and A/B Testing

Rocksbox has taken advantage of Iterable's tremendous flexibility to create sophisticated workflows and to optimize all aspects of their campaigns.

A simple example of a workflow in action is Rocksbox's feedback request workflow:

- When a member's return box is scanned by the postal service, they are prompted via email to leave feedback (if they haven't done so already on the website) for their Stylist. Rocksbox Stylists rely on this incredibly valuable feedback to curate an even more customized experience in their next box.
- In a certain time period, if a member has not yet left feedback on the pieces in their Rocksbox, they will receive an email prompt upon receipt of their returned box from an Iterable workflow.
- At that time, if they've already left feedback, they will instead receive an email notification with a secondary call to action, like a reminder to add new items to their Wish List.

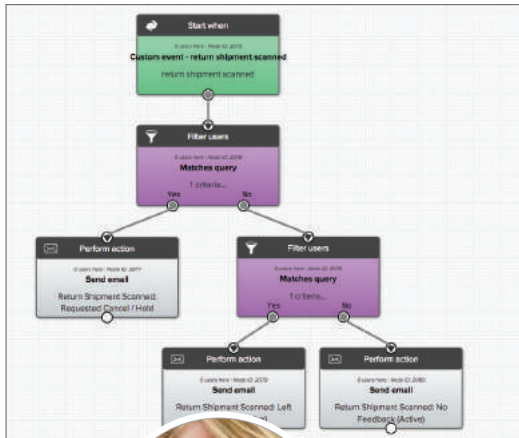
This flow has been tested and been found to have excellent results in terms of future engagement.

To make the most of their opportunities, Rocksbox has A/B tested every single message they send with Iterable. This includes testing bolder subject lines, sender name and title, main copy and more. Among other benefits, this testing has led to a **20% increase** in email open rate across all campaigns, with similar gains for click-through rates, conversions and ultimately revenue for the company.

The growth marketers at Rocksbox have standardized on Iterable as their key platform for managing and optimizing all ongoing customer engagement.

**Interested in growing customer engagement?
Request an Iterable demo:**

iterable.com/demo



“Iterable has made it extremely easy for us to execute and optimize sophisticated engagement campaigns with minimal engineering engagement.”

Maeve Ricaurte
Marketing Manager



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