

Bed Bath & Beyond Customer Experience Analysis

The consumer's perspective. It's a piece of the marketing puzzle that can get lost in the shuffle of crafting the perfect lifecycle journey for your brand. In our Customer Experience Analysis series we take a look at marketing from the consumer's point of view to identify customer experience growth opportunities and strengths from some of today's leading brands.

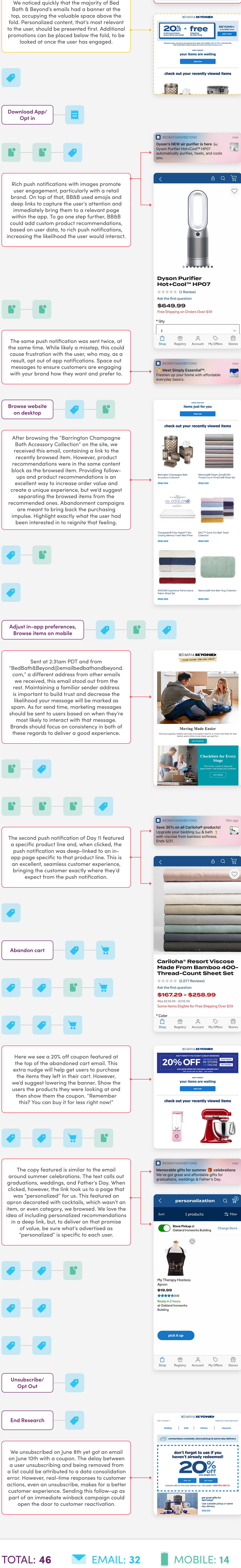
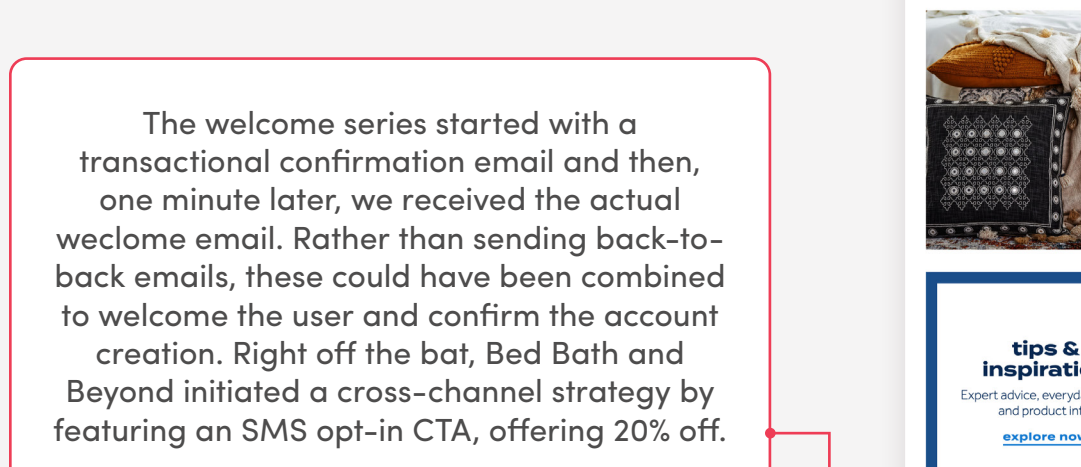
Over the course of three weeks, we commit to a variety of actions—such as creating a profile, browsing items, and abandoning our cart—that trigger behavior-based marketing communications. From there, we identify every message—across mobile and desktop channels—to capture a comprehensive view of the customer experience. The following consists of our observations and recommendations for the [Bed Bath & Beyond](#) user experience.

A Bit About the Brand

Founded in 1971 by Warren Eisenberg and Leonard Feinstein, **Bed Bath & Beyond (BB&B)** is an American retail chain focused on selling homegoods. Originally called Bed n' Bath, the store has evolved to carry more than just items within those two categories. Now, with over 1,500 stores and 55,000 employees, BB&B has grown into a household name.

The Timeline

LEGEND



TOTAL: 46

EMAIL: 32

MOBILE: 14

Key Takeaways

Bed Bath & Beyond isn't afraid to send their customers a message. Whether push or email, we received a flurry of marketing messages over the course of three weeks. There is a marketing personalization foundation in place, but there are some areas of opportunity we found through our first-hand experience.

1. Optimizing Email Campaigns

Bed Bath & Beyond is very attentive to what shoppers are doing on their site. For example, they sent not one, not two, but *four* follow up emails after we browsed a specific item on the website. And, once we added an item to our cart, we received another *four* abandoned cart emails, the last of which contained a 20% off coupon.

These emails could be more clearly distinguished from one another. It was hard to tell which items we browsed versus which we added to our cart. They also contained product recommendations that weren't separated from the products we browsed or added to our cart, making it seem as if we had looked at *all* of the items listed in the email, which is confusing for the user.

With Iterable's [email templating feature](#), BB&B can create easily reusable but distinctive browse and cart abandonment campaigns with designated fields for product recommendations. [Catalog](#), in addition, makes it easier to ensure these recommendations are personalized and add value for the customer.

2. Aligning Cross-Channel Activity

Bed Bath & Beyond could take their cross-channel marketing strategy a step further by using push notifications to highlight the items we browsed and shopped in-app. The website activity is closely followed, as demonstrated by the abandoned browse and abandoned cart emails, but app activity is less of a priority.

Using Iterable's triggered messaging capabilities, based on unique [workflows](#), Bed Bath & Beyond could send users abandoned cart push notifications, linking directly to the app. Also, to enhance cross-channel engagement, in-app activity could be called out in an abandoned browse email, similar to the ones being created for the site.

3. Improving Send Times

Lastly, BB&B has the opportunity to optimize their send times. Knowing our zip code and IP address, they should be able to customize emails and push notifications to be delivered when we're most likely to interact with them. There seemed to some outliers that were delivered in the wee hours of the morning.

Iterable's [Send Time Optimization \(STO\)](#) would allow BB&B to determine when we, as an individual user, are more likely to open emails and continue to optimize send time based on collected data and constantly updated machine learning models. Or, they could allow users to set their preferred times to receive marketing messages.

With already-established automated messages, sent based on user activity, Bed Bath & Beyond is well on their way to creating individualized customer experiences. Using customer data to personalize marketing messages will take their customer experience to the next level...and beyond.

[Request Demo](#)

About Iterable

Iterable is a cross-channel platform that powers unified customer experiences and empowers marketers to create, optimize, and measure relevant interactions and experiences customers love. Leading brands, like Zillow, DoorDash, Calm, Madison Reed, and Box, choose Iterable to power world-class customer experiences throughout the entire lifecycle. Visit [iterable.com](#) for more information.