

Case Study

**Naked Wines  
drives customer  
loyalty with  
automated,  
personalized  
emails using  
Upland Adestra.**



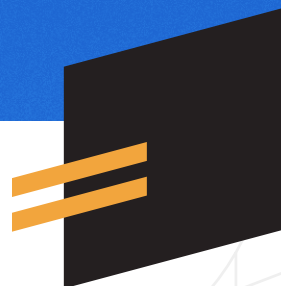
**INDUSTRY**  
**Retail**

**COMPANY**  
**Naked Wines**  
Norwich, United Kingdom  
[nakedwines.com](http://nakedwines.com)

Naked Wines is an online wine retailer that works on a subscription basis and operates in the UK, US and Australian market.

naked  
wines

**Naked Wines customers** (called Angels) fund independent wine makers from around the world, in return for exclusive access to delicious wines at wholesale price. They used Upland Software's Adestra product to navigate complex customer data, including customer product ratings, to deliver product recommendations and highly personalized email campaigns at scale.





# Life's too short to drink a wine that's not for you.

## **Naked Wines needed a way to navigate complex data to personalize their customer experience.**

Through the Naked Wines website, mobile app, emails and phone support, Angels come to expect highly personalized wine recommendations as a result of their purchases and subsequent ratings. But in order to provide this experience at scale in their email campaigns, the marketing team needed to orchestrate a highly complex use of data, systems integration and technology.

## **The Adestra Services team turn insight into action**

With support from Upland Adestra, the Naked Wines' development team generated an XML recommendations feed. The Upland Services team incorporated the relevant code into the email templates, set up the automated campaigns and quality assured and tested them.

*The campaign **delivers up to five unique wine recommendations** with a percentage certainty based on data fed from their recommendation engine. The conditional email content, personalization, calls to action and recommendations are all personalized using a number of data variables.*





# For Naked Wines, Adestra delivered automated campaigns based on customer purchase habits

## Using customer data to personalize future email campaigns

The campaign delivers up to five unique wine recommendations with a percentage certainty based on data fed from their recommendation engine. The conditional email content, personalization, calls to action and recommendations are all personalized using a number of data variables. Wine recommendations include product images, product names with list prices and Angel prices, savings (calculated in email code), and dynamic URLs.

## Exceeding all key metrics

This campaign is remarkable due to Naked Wines' adherence to brand integrity aimed at producing a positive, personalized customer experience and attention to

the email's contribution to fundamental business metrics.

The email met or exceeded all key metrics from previous monthly wine promotions in its initial iteration. Apart from seeing an increase in email engagement.

## What's next for Naked Wines?

Nakes Wines plan to continue to optimize this campaign by refining the recommendation engine as well as focusing on ratings from customers. This will help increase the engagement of their emails and the loyalty of their customers who can benefit from a unique service. Due to the success of this campaign, Naked Wines will roll it out internationally.

## Results for Naked Wines

**5.2%**  
**Increase**

Increase in site conversion with customers who click through the email

**7.2%**  
**Increase**

in total conversion to order

**7.9%**  
**Increase**

in gross profit per customer, or 8.5% uplift in contribution per customer

## Upland Adestra

Email automation, built to suit your needs.

Upland Adestra's powerful, easy-to-use software can be customized and uniquely configured to the structure of your business. In-depth email reporting gives actionable insights to drive your marketing success.