

N Brown Group Creates Exclusive Fashion Offers With Uniqodo



SimplyBe

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EXECUTIVE SUMMARY

Fashion retailer, N Brown Group, owns a range of clothing brands including Simply Be, Jacamo, JD Williams and Fashion World – each catering to different niche audiences.

To attract more customers, the group wanted to create exclusive offers to share with online shoppers looking for discounts. However, their codes were leaked into the marketplace, making it impossible to give partners exclusive discounts, without losing money from widespread over-use of the voucher codes.

By bringing in voucher code experts, Uniqodo, N Brown Group has been able to:

- Build exclusive promotions for each brand
- Enable affiliates and partners to distribute exclusive offers
- Track offers more effectively to learn from tactical campaign data
- Stop code leakage and reduce over-discounting
- Increase perceived value of a discount offer by controlling the volume of codes in the market
- Understand who their customers are and how they like to use voucher codes
- Create personalised offers on the Simply Be loyalty program

Sian Worthington, Affiliate Strategy Manager, N Brown Group

“Having Uniqodo has given us flexibility to create and test our customer offers. The system protects the discounts we want to give, so it’s easier to agree promotions internally, even if we’re giving away a larger margin to a selected group.”

CHALLENGE - NO CAPABILITY TO TARGET EXCLUSIVE DISCOUNTS ACROSS BRANDS

When she started, N Brown’s Affiliate Strategy Manager, Sian Worthington, found that the group brands were using a lot of discount codes which were being leaked from catalogues, call centre activity and emails.

When individual brands wanted to create a market-leading offer for affiliate partners to promote, they could not make it exclusive, so had to keep the discount value low to avoid so many leaked codes.

The challenge was doubled, because it was very difficult to track online campaigns through the website all the way to purchase on their legacy back-end systems. Although Sian knew 1) how many sales came from each affiliate; 2) how many sales were attributed to codes, she had no way of connecting the two together!

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SOLUTION - ACCURATE ATTRIBUTION TRACKING TO TEST AND MEASURE TACTICAL DISCOUNTS

With Uniqodo set up on their website, N Brown rolled out unique codes for exclusive affiliate offers in tactical campaigns running for just a week at a time. Affiliates had a variety of ways to get information about their online offers, serving a unique, secure code to each potential customer. Uniqodo records accurately which sales are attributable to each code and affiliate, so N Brown also get to learn a great deal more from the campaign data.



Working with Uniqodo to control leakage has made it easier for the team to win senior management buy-in for exclusive customer promotions.

As affiliate codes are very secure, Sian has more freedom to offer much higher discounts as a tactical activity for limited campaign periods. Each investment case is based on previous campaign data, now they can fully analyse code redemptions.

Sian Worthington, Affiliate Strategy Manager, N Brown Group

“The beauty of Uniqodo - it was very easy to implement on our website and they made it easy to create new campaigns and add new tools.

I can go to Uniqodo with problems we're facing and they will come up with solutions for us.”

IMPACT - HIGHER DISCOUNTS FOR CUSTOMERS AND LOYALTY PROGRAM LAUNCH TO 10,000 USERS

To create a loyalty program for their customers, SimplyBe asked Uniqodo to work with their development team to design and build a personalised customer journey showing exclusive, individual offers. The initial launch went out to existing customers over a six week period.

SimplyBe

Once signed up, customers are shown a personalised product selection and the more they shop with SimplyBe, the greater value of discounts they receive - reflecting SimplyBe's aim to put their loyal customers first.

Each brand is benefitting from learning about their customers and their buying journey because they can track every discount-driven transaction from beginning to end.