



SOLUTIONS



RETAIL



Customer Engagement & Loyalty Program

Vitamix, the leading global developer and maker of high performance blenders, nourishes the zest for life through their content-driven email marketing program

Challenges

- Email Marketing program consists of batch 'n' blast messaging; inconsistent messaging, and lack of personalization
- Lacking Automation and platform agility with previous provider
- Customer and profile data needed an overhaul: cleanse of data, new and different attributes, automation to take action on data points
- 100% managed by partner/agency – no autonomy, ownership or involvement only increased problems

[2018 Summit Session](#)

Key Results

-  Completed ESP migration from ExactTarget/Salesforce in 4 months, including IP Warm-up of 1.7M subscribers with 99% rate
-  New content-driven email campaigns saw significantly higher open and click engagement
-  Email content now personalized and based on customer journey(s)
-  Launched brand new loyalty program in May, 2019 and acquired 45K+ members in first 90 days



Our migration to Adobe Campaign has opened us to know opportunities that were not possible or accessible before. We are delighted with our decision.

Jimmy Wojtila
Associate Manager, Email Marketing
Vita-Mix

