

MZ WALLACE
NEW YORK

SAILTHRU
by MARIGOLD

Prioritizing Personalization and Customer Loyalty

How MZ Wallace relaunched its loyalty
program to drive repeat purchases

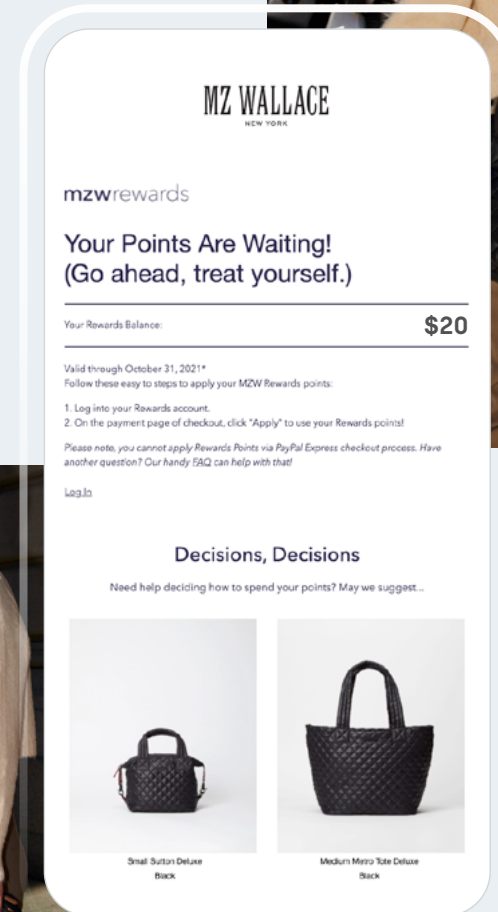
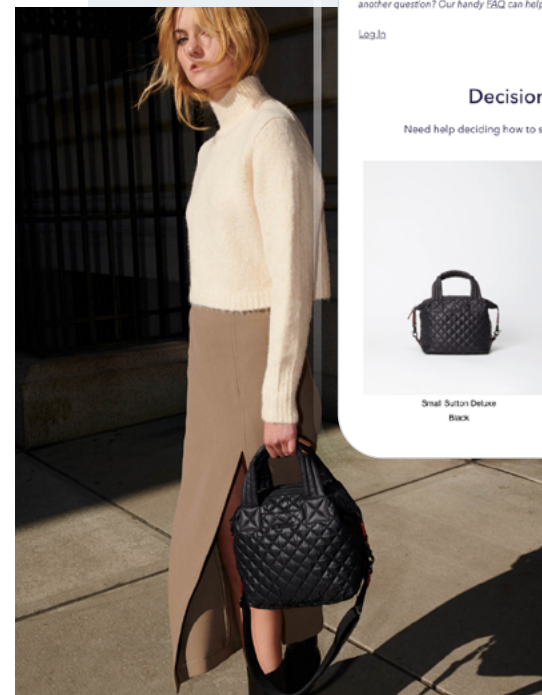


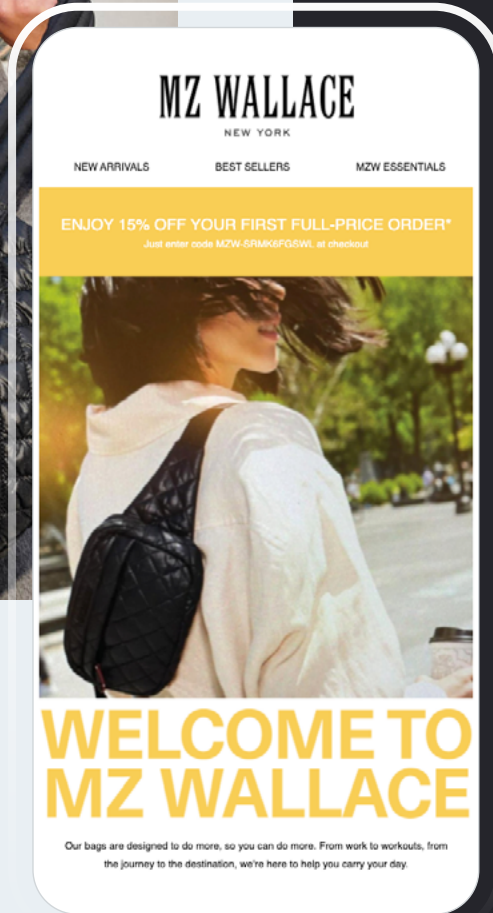
More Perks? No Problem!

MZ Wallace is no stranger to loyalty programs. Since 2014, MZ Wallace has engaged loyal online and in-store shoppers with a rewards program to deliver updates, points, and exclusive perks.

Recently, however, record loyalty program growth and a need to incorporate new, more innovative marketing tech caused MZ Wallace to rethink its approach. By bringing its loyalty program points management system in-house and adding new layers of personalization to its cross-channel user experience, the company's marketing team was able to incorporate in even **more loyalty perks and rewards — as well as engagement growth and an increase in repeat purchases too.**

MZ Wallace looked to Sailthru to reward its program members with more engaging, interactive online experiences to make the brand's most important customers feel special, valued, and heard. Let's dig into how they did it.





A New Life for MZ Wallace's Loyalty Program

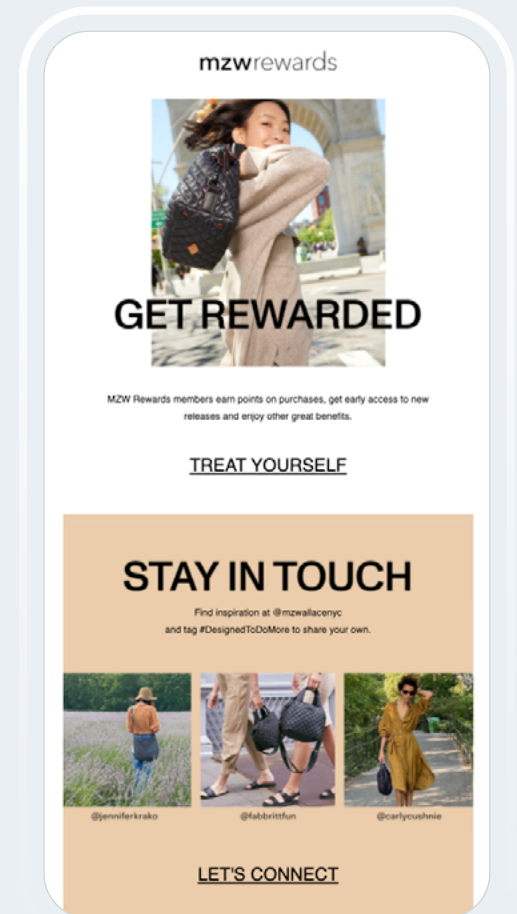
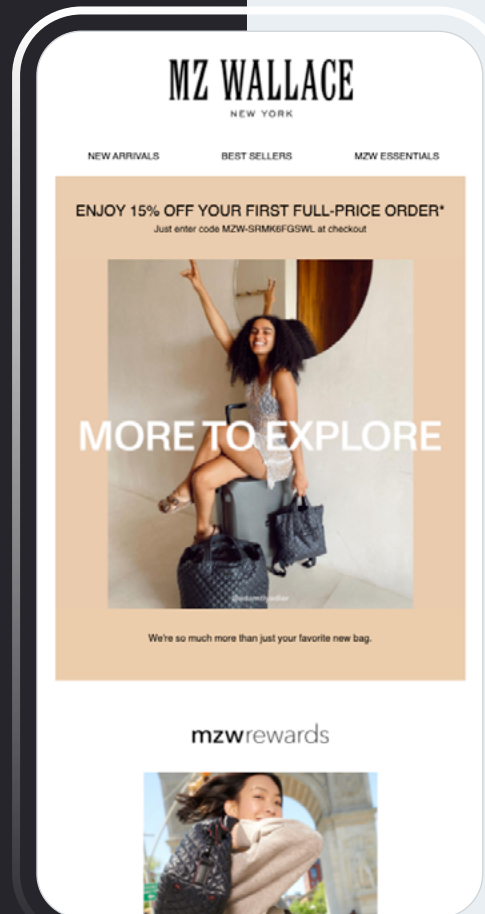
After expanding its loyalty program beyond US borders, MZ Wallace connected Sailthru's Lifecycle Optimizer product to the brand's in-house loyalty points management system. This gives the brand its first opportunity to send customer-centric welcome, browse abandonment, cart abandonment, reactivation, and post-purchase automated email flows as soon as targeted buyers make a specific action such as signing up, 'leveling up' to the next rewards tier, or leaving the brand's online store before purchase with a full shopping cart. And since implementing this tool, **MZ Wallace has seen a noticeable lift in sales and revenue generated by these interactions.**

Sailthru's Audience Builder tool also enables MZ Wallace's email marketing team segment individual subscribers and store data in shopper profiles like never before. Now, the brand has every customer's loyalty status, rewards earned, browse and purchase history, and more at their fingertips anytime a new campaign is being considered. MZ Wallace is able to take advantage of peak audience engagement by easily creating one-off sends that feature dynamic displays of points accumulated, personalized subject lines and email content, and exclusive offers like double loyalty points promotions, members-only event invites, and more in a matter of minutes.

When a new loyalty program member is welcomed to the brand, for example, Sailthru's advanced email personalization tools include functionality that allows MZ Wallace to include a unique discount code that follows each shopper until it's redeemed. Now, whenever someone signs up, this code is carried through and automatically populated into other triggered and email campaign messages — allowing the brand's internal marketing team to easily build and scale a comprehensive, omnichannel loyalty program experience that nudges every shopper to complete their first purchase sooner.

"MZ Wallace is growing quickly, and it's important that our marketing technology innovates and scales with us. Sailthru has been a critical piece to engaging our customers, increasing loyalty, and inspiring repeat purchases through more personalized, meaningful, and elevated customer experiences."

Kevin Mogyoros COO & CFO



Giving the Gift of Happier Birthdays

One extra special benefit of the loyalty program customers can't stop raving about is MZ Wallace's unique birthday perks and email campaigns. Using Sailthru's advanced audience segmentation tools, Platinum and Gold-tier loyalty program members are sent an exclusive discount code — 20% and 15% off respectively — to use on any purchase they make within the next month. Plus, every year the MZ Wallace marketing team refreshes each creative element used in these emails so every birthday message is fresh, engaging, and stands out from any other email that customer has received. In fact, these sends are considered one of the brand's top-performing perks for rewards program members.

Going forward, MZ Wallace looks to make personalization an even higher marketing priority. The team is excited to expand email A/B testing like never before, dig deeper into segmenting audiences, increasing repeat purchases through personalized messaging, and take advantage of Sailthru's dynamic content and data feeds to deliver more targeted outreach and even more impressive results moving forward.



"Our Sailthru team has been an invaluable partner for us every step of the way and our experience has exceeded expectations. Working with Sailthru feels less like a one sided vendor relationship and more like an extension of the team."

Eliza Sniatkowski, Digital Marketing Manager



About

SAILTHRU
by MARIGOLD

Sailthru by Marigold keeps media and retail organizations ahead of the digital curve with an industry-leading suite of cross-channel marketing solutions that maximize audience engagement, drive revenue through deeper personalization, and operationalize and amplify data. Powered by zero- and first-party data, Sailthru enables empowers modern marketers to cultivate deep, life-long relationships with customers by curating personalized journeys that drive rich engagement and secure brand loyalty. The world's most innovative publishers, including Morning Brew, Condé Nast, Insider, and Hearst, and the world's fastest-growing ecommerce companies, including NASCAR, Everlane, and MZ Wallace trust Sailthru to help them succeed.

For more information, please visit www.sailthru.com.

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