

THE **CRIT** GROUP

GUMP'S
SAN FRANCISCO

Strong Email Performance is the Gift that Keeps on Giving

Initial Engagement Performance Metrics



6X

Revenue Increase (Feb. 20 vs. Oct. 20)

5,000+

Transactions Driven

460,000+

Website Sessions Generated

1

Epic Email Reporting Dashboard

Special Delivery



Gump's partnered with Grit during the relaunch of their iconic San Francisco storefront - with a focus on anchoring their digital presence in a robust email marketing program. Beginning in Q1 2020, we have collaborated with the Gump's team to develop an efficient, cross-functional workflow that allowed us to add automation, thoughtful, branded designs, and ongoing measurement - all resulting in huge revenue gains.

With an older email list and a brand new internal marketing team, we started from scratch to define style, structure, and strategy. Through a combination of industry best practices and client vertical specific testing, we arrived at a series of email formulas that embraced the complexity of the medium and the essence of the brand. Grit also worked closely with the Gump's team to create a quality check process and working cadence that works for everyone and keeps all the details organized.

A Strategy for All Seasons

Started in 1861, Gump's has seen its share of changes over the years. It has constantly evolved its business model, but one thing has remained constant, a devotion to exquisite craftsmanship and elegant design. Marketing is a reflection of that brand promise, requiring an elevated aesthetic and technical sophistication.

Print Meets Digital

Expanding the Reach of the Catalog through Email

One of the historic cornerstones of the Gump's business has been its catalog, published seasonally, that contains the newest and finest in jewelry, home décor, entertaining, and gifting items. To amplify the impact of the catalog, the email content calendar reinforces catalog releases with emails curated to tell delightful stories and highlight unique products. For spring, summer, and fall season in 2020, the email channel is directly attributed to **45% of total web-based revenue**.

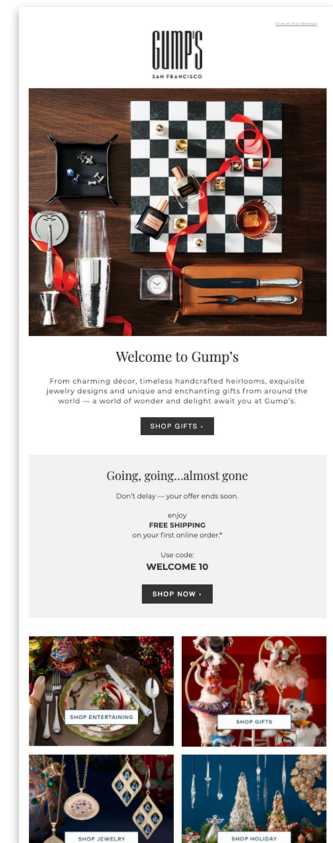
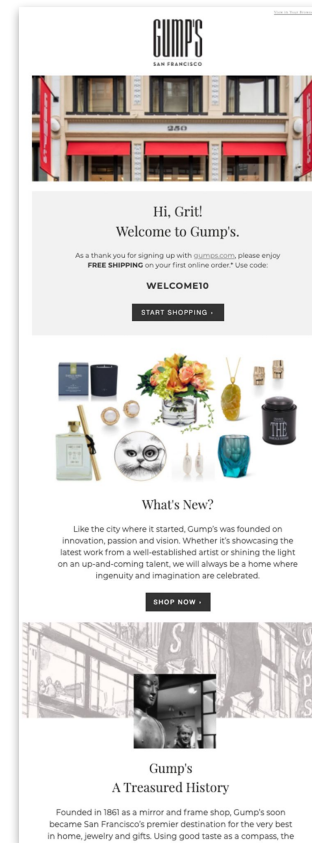


Set it and Mostly Forget it

Automated Flows to Generate Revenue

In addition to campaigns featuring seasonal trends, automated email flows are a key component in the Gump's strategy for maximizing email channel revenue accounting for 20% of total email revenue March - October 2020. Balancing brand voice and technical best practices, Grit designed and implemented email flows for Welcome Series, Customer Thank You, Abandoned Cart, and Browse Abandonment emails.

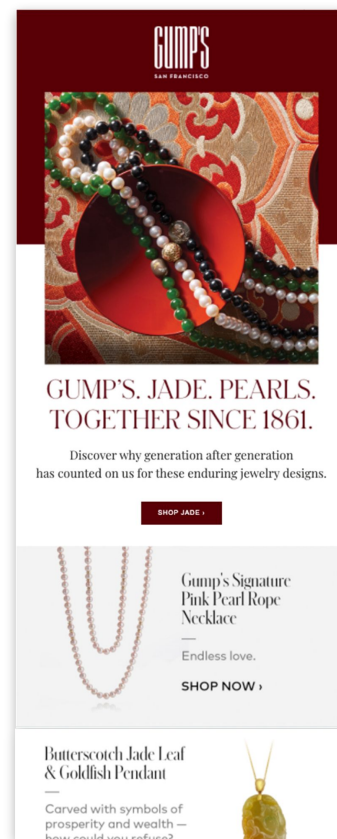
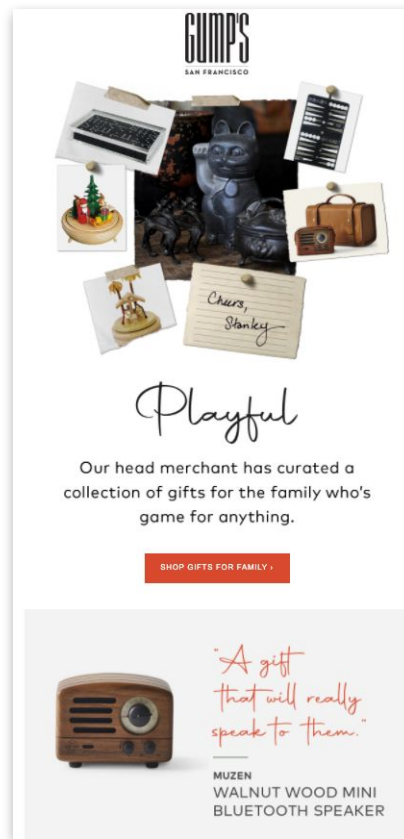
Serving as a gracious introduction to the Gump's brand, The Welcome Series combines storytelling, introduces brand characters, and deftly integrates shopping opportunities and promotional codes without broaching good taste. All of the flows created for Gump's leverage dynamic digital product feeds to keep content fresh and relevant to the store recipient. And to keep things organized, Grit implemented a changeover process to correspond with the launch of each new catalog, ensuring our email flows are never "last season."



Testing + Trendsetting

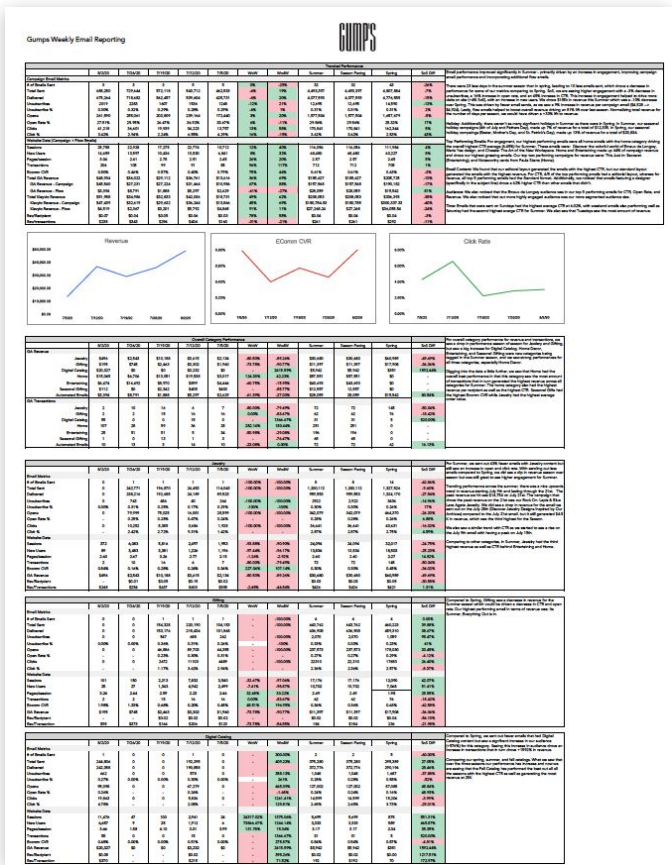
A Winning Combination

Discovering new designers, products, and delightful gifts is at the heart of the Gump's brand, so it's no surprise that they embraced a test and learn strategy. From putting template designs head to head, testing send times, subject lines, number of products and more, the Grit team supported a summer of testing in advance of the critical holiday season. The launch of a new "lux" jewelry template resulted in **driving over 2x revenue and improving click rate from 7% to 12%** when compared to similar email content in the previous season.



A Rare Dashboard with Intricate Insights

Data-rich reporting is at the heart of every Grit engagement so we created a full funnel view dashboard that covers everything from list health to revenue stats, using data architected in Klaviyo and Google Analytics. The resulting powerful dashboard allows us to monitor the big picture and derive category level insights that drive decisions. Comparing Summer over Fall season, we were able to validate testing, and strategy decisions drove a **20% lift in open rate and a 94% lift in CTR as well as 2x Revenue per Recipient.**



A 150 Year Old Legacy of Tastemaking Lives On

Longevity for Gump's is about understanding their customer and setting the trend, rather than following in the footsteps of others. Leveraging the strength of their email channel, this brand devoted to enjoying the finer things in life, has embraced modern marketing strategies to evolve their relationship with their customer. After all, there is just one Gump's.

29%

eComm revenue
generated by email

13%

Email revenue generated
by automated flows

1.06M

Website sessions
generated by email traffic

275+

Custom email
templates designed

*Data represents August 2021 through July 2022 performance.

Growth Takes Grit

Ready to scale your business through digital marketing?
Learn how to tell your story through a partnership with Grit.

Contact alex@thegritgroup.io to start a conversation today!



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