1:1 Product Recommendations for Well.ca, growing revenue per email by 129%

Well.ca is Canada's largest online destination for health, wellness, beauty and baby essentials. Well.ca offers more than 40,000 products for delivery across the country, and has Canada's largest selection of Green & Natural items. A clear customer favorite, the company was voted Canada Post's 2015 eCommerce Consumer Champion.

Objective

Grow revenue by offering targeted recommendations in email marketing.

The Approach:
Why Canopy Labs?

With a wide range of product categories, Well.ca knew that its customers had many different reasons for shopping with them. Understanding each customer's unique interests would allow Well.ca to recommend products that fit their needs — and drive revenue and customer loyalty.

Well.ca sought a 1:1 personalization vendor to help them analyze customer data, generate predictive recommendations, and power 1:1 email personalization based on these findings. "We reviewed a number of vendors — and Canopy Labs was our first choice," says Erin Young, Chief Marketing Officer at Well.ca. "From their speed of integration and 1:1 modeling capabilities, to a focus on iterating quickly on early tests, we knew we'd get the service we needed to start personalizing our email marketing."
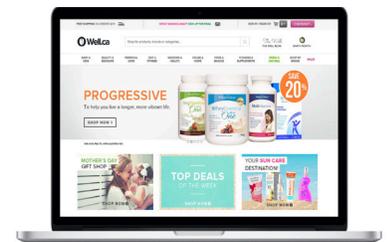
129%
Revenue Per Email Growth

"Well.ca is proud to bring the latest marketing innovations to our customers. With Canopy Labs' email personalization, we saw revenue per email grow by 129%."

Rebecca McKillican
CEO, Well.ca

The early pilot proved successful, with revenue per email increasing by 129% compared to Well.ca's previous brand- or category-specific emails which were sent to a broader audience.

The Solution:
Dynamic Product Recommendations

To measure the revenue impact of personalization, Well.ca launched a pilot to compare Canopy Labs' personalized emails with the performance of its existing email campaigns. Before launching with Canopy, Well.ca would send several emails throughout the week, featuring sales on specific brands or product categories (e.g., a sale on Hair Care).

Instead, Canopy Labs took all active customers (defined as customers who had made a purchase in the past year), and dynamically recommended the top 6 products for each subscriber spanning from body lotion – alongside their go-to skincare product. These items were chosen from a list of available offers, and tailored based on the customer's past purchases, browsing history, email activity, and other variables.

The Result:

Canopy Labs worked with Well.ca to grow revenue per email by 129% through personalized product recommendations.

"Partnering with Canopy on 1:1 product recommendations was a natural fit. The revenue growth has been impressive, but most importantly, it gives our customers a more personalized and engaging shopping experience."

Rebecca McKillican
CEO, Well.ca

Every customer reaches their buying decision in a unique way. The Canopy Labs platform helps you track and optimize each customer's unique journey. Get in touch with us to learn more!

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