

Scotch & Soda and Emark Use Salesforce Marketing Cloud to Drive Sales and Re-Engagement

A Customer Story Combining Advertising Studio and Email Studio

The Salesforce logo, which consists of a blue cloud shape with the word "salesforce" in white lowercase letters inside it, is positioned in the bottom right corner of the slide.

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Scotch & Soda and Emark

Scotch & Soda is inspired by the world and curated by Amsterdam: a highly passionate team of discoverers and collectors, scouring the globe for that painting, poem, vintage piece, ruin or artifact that sparks our never-ending curiosity. Treasures uncovered on worldly wanderers are poured into signature looks that clash eras, classics, places of inspiration, meshing unexpected fabrics and patterns.

Men's, Women's, Children's & Scotch Collectables (living) all start life at Number 22, its Canal-side design studio in Amsterdam. Scotch & Soda has over 150 stores, and can be found in over 8,000 locations including the global department stores and independents, as well as its online store.

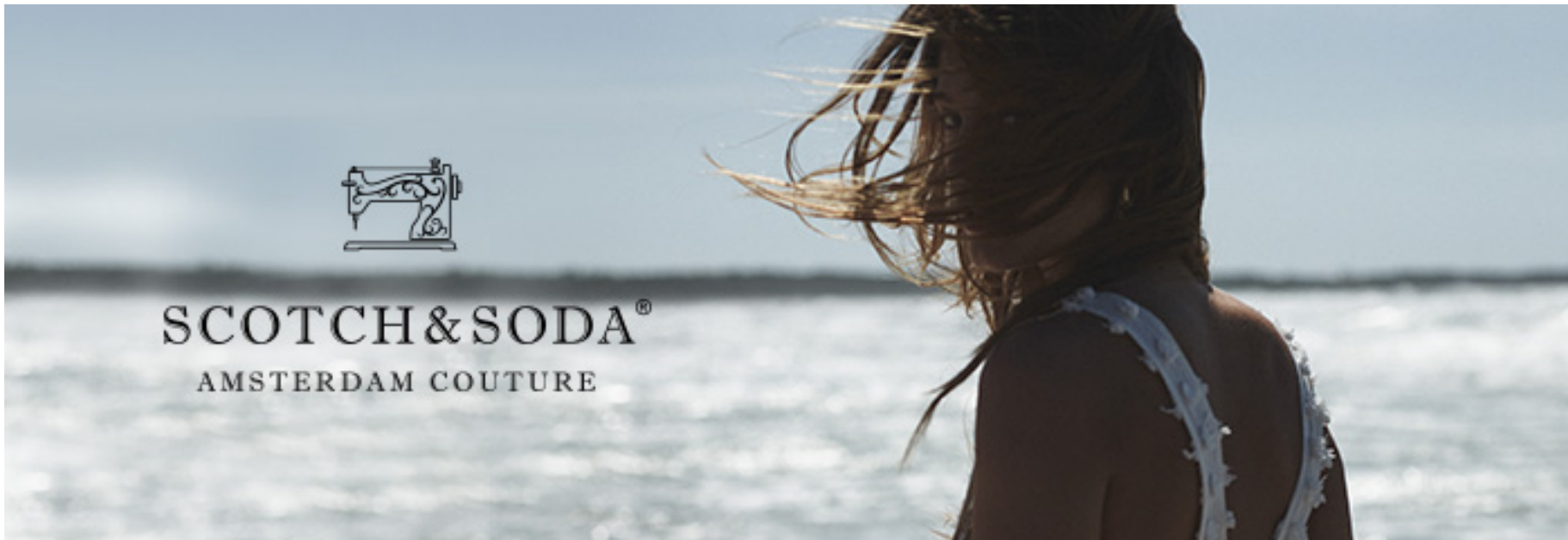
Emark is a leading marketing technology company. It delivers a marketing technology stack and strategy, which it implements, integrates and activates into organizations. It is a Salesforce Marketing Cloud Platinum Partner in Europe. Emark is headquartered in Amsterdam, and has international offices in Barcelona and London.



How Scotch & Soda Achieved Their Business Goals

Scotch & Soda Utilized its own customer data to build bespoke Lookalike Audiences to acquire new customers with similar attributes to existing customers and as a result, increase sales moving forward.

The company used email and Facebook ads to target existing customers across multiple channels, in order to drive sales and re-engage existing user purchase behavior.



Why Use Lookalikes of Existing Email Customers

In a previous study, Salesforce and a global entertainment company found that lookalike advertising delivered an ROI three times higher than past performance benchmarks for new customer acquisition.

Emark is a digital agency that works with Scotch & Soda. It knew one of the best ways to get new customers for Scotch & Soda is by advertising to the people who behave like existing customers online.

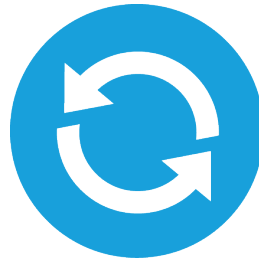
Emark leveraged the Scotch & Soda customer data already stored in Salesforce to target Facebook ads to the top 1% most similar people to their existing email subscribers.

Lookalikes Used in New Campaign to Acquire Promising New Customers

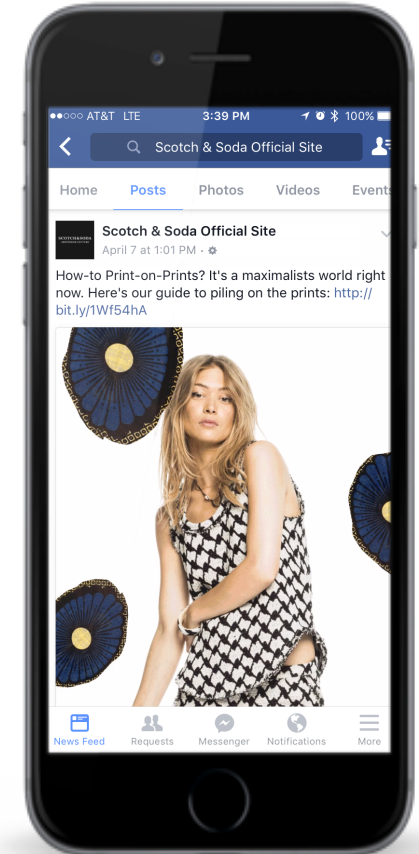
- Scotch & Soda utilized existing customer data to create audience segments of users similar to existing customers.
- The fashion brand saw improved results in cost per purchase behavior given the spend and for the number of checkouts completed.
- As a result of the campaign, Scotch & Soda achieved a 9x return on ad spend.



€3.95
Cost Per Checkout



9x Return on
Ad Spend

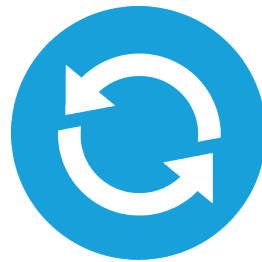


Re-engagement Campaign Aims to Bring Back Inactive Customers

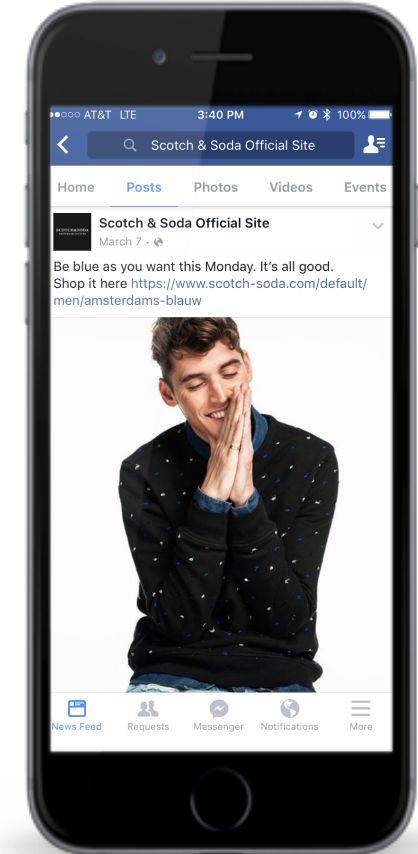
- Scotch & Soda created an ad campaign with the objective of re-engaging inactive or dormant customers that were once active purchasers of the brand.
- Concluding this campaign, the brand saw an increased efficiency in the cost per checkout for the spend and number of purchases that resulted from the campaign.
- As a result of their campaign, Scotch & Soda achieved a 16x return on ad spend.



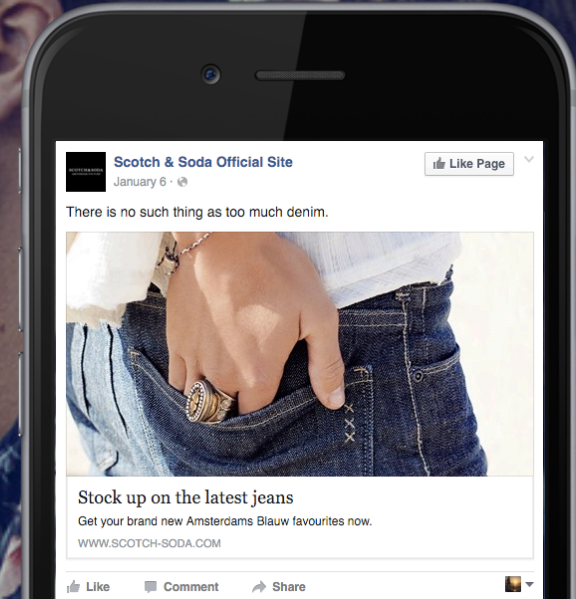
€2.36
Cost Per Checkout



16x Return on
Ad Spend



“Our digital marketing vision is to have one view of the customer, one workflow, one toolset and one layer of business intelligence.”



Scotch & Soda Used CRM to Build Lookalikes And Find New Customers

Achieved a cost per checkout of €3.95

Saw a 9x return on ad spend

Attracted all new customers to the website

Re-engaged customers with a similar campaign

The Salesforce logo is centered on a dark blue background. It consists of a light blue, multi-lobed cloud shape. Inside this cloud, the word "salesforce" is written in a white, lowercase, sans-serif font. The "s" is slightly larger and more prominent than the other letters.

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Advertising Studio

Advertising Studio is an end-to-end advertising platform to reach your customers where they are across all digital advertising. Activate your customer data in Salesforce to securely and powerfully **reach your customers, find new prospects** with lookalikes, and **re-engage inactive users** in the customer journey. **Create advanced campaigns** and creative variations with sophisticated targeting and optimize them at scale across Facebook, Instagram, Twitter, LinkedIn, and mobile. **Enhance your email marketing** goals with advertising and coordinate campaigns with social, mobile, sales, and customer service efforts.

This customer success story was created by members of the Advertising Studio product marketing team at Salesforce, with support across wider teams. We acknowledge the work of Zachary Reiss-Davis and Hilary Givens in leading this effort with support from Matthew Quinn and John Banian, as well as support from both Scotch & Soda and Emark.

Please email adsmarketing@salesforce.com with any feedback or questions about this report.

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