

How Coffee eCommerce MK Fresh Increased Their CTR and CVR by Over 30% with Marketing Automation

Success story: **MK Fresh** Industry: **eCommerce**

Customer relationship management needs AI, chatbots, and neuromarketing. Agreed, but sometimes all it takes to be successful is quality content, personal touch, and... loyalty stamps.

About

MK Cafe is one of the most well-known brands of Strauss Cafe Poland, the largest **manufacturer and top distributor of coffee** in Poland. The company has been operating since 1991, offering a wide range of bean, ground, and instant coffee varieties. Recently, in order to meet the requirements of the more demanding and coffee-savvy customers, the company has launched a new **online-only sub-brand**: MK Fresh. It offers the best whole bean blends and single-origin beans that are freshly roasted and distributed in small portions to individual clients.

- 20,000 tons** of annual coffee production
- 350 employees**
- Over 100,000 orders** processed

Industries

- Coffee
- eCommerce
- Retail

MK CAFE
Fresh

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- Bezpłatna dostawa od 70 zł
- Z Manufaktury prosto do Ciebie
- Wysyłamy w 24h
- Kawa dostępna tylko online

Dostawa Płatność Zwroty Pomoc Kontakt



Otrzymałeś tego e-maila wysłanego przez Strauss Cafe Poland sp. z o.o. z siedzibą w Świdzimiu ul. Poznańska 50, 62-090 Tarnowo Podgórne, ponieważ potwierdziłeś subskrypcję newsletterów MK Cafe Fresh.

Więcej informacji dotyczących naszej oferty możesz uzyskać pod adresem help@mkfresh.pl

Nie chcesz już otrzymywać tego newslettera? Możesz wypisać się [tutaj](#)

MK Fresh's way

Educational emails
Personalized messages with discounts
Loyalty stamps

Goals

In order to succeed, MK Fresh needed to work out a model of communication that would result in **building** their **brand awareness**, **encourage** website **visitors to make purchases**, and **develop** long-lasting **relationships** with different types of **customers**.

Solution

Following the advice given by iProspect, an external digital performance marketing agency, MK Fresh decided to build their model on three elements: customer education, customer celebration, and keeping it simple. The company has leveraged ExpertSender's advanced marketing automation system to design a **set of educational emails** for brand subscribers aimed at building their brand awareness and neediness to buy MK Fresh's coffee.

These included messages explaining the different types of coffee grounds and the best methods of preparing coffee, but it also included information about what makes MK Fresh the best choice for coffee-lovers. Secondly, using the database tool provided by ExpertSender, the company started sending visually appealing **personalized messages with** a 40 PLN **discount** code **on the anniversary** of the client's first purchase.

Thirdly, MK Fresh set up a very simple **loyalty** program: for each purchase,

the customer gets a stamp, and he or she can exchange 5 stamps for a 20 PLN voucher for their next online purchase.

On top of all of that, the company has also implemented its own **RFM segmentation**. Devised uniquely for MK Fresh by iProspect and drawing from their expertise, it has been based on the following factors: Recency (How recently did the customer purchase?), Frequency (How often do they purchase?), and Monetary Value (How much do they spend?).

Using ExpertSender, MK Fresh was then able to set up **automated communication** with its customers in each of those segments, so that different customers receive different communication that has been **combined** with their **behavioral data**. Each of them receives a highly **contextualized and personalized message** at the right time. This ensures that there aren't any irrelevant, superfluous emails being sent. MK Fresh has singled out active brand subscribers, reengaged those who ignored messages, and abandoned those who have been identified as irreversibly lost.



50%

of subscribers who get engaged in the educational content make a purchase

Results

The results of the adopted strategy have surprised even its creators. It quickly became clear that 50% of subscribers who got engaged in the high-quality content feeding make a purchase – as opposed to the 5% of those who ignored the educational communications. Also, **engaged clients** are making **1,7 times more transactions** than the rest. Their repeated interest in content generates additional traffic to the MK Fresh website.

Customer reactions to the anniversary purchase voucher have also amazed MK Fresh. It resulted in a **67% increase** in order value (OV), a **34% spike** of click-through rate (CTR), and a **33% jump** in conversion ratio (CVR).

The **loyalty stamps** system also yielded great rewards. MK Fresh has seen a **doubling** of overall **orders** and an **increase of 5 to 7%** of **average purchase value** from clients participating in the program.

The **RFM-related communication automation** has resulted in more engagement and an increase in sales as well with a 62% increase of **OR**, **31%** of **CTR**,

and an **increase of 12%** for **first-time buyers**.

As a result, email has become MK Fresh's highest converting communication channel.

As an external consultancy, we strive for advising our clients on top solutions in the market that meet their particular business needs. That's why we've pointed MK Fresh towards ExpertSender. This marketing automation platform provided MK Fresh with two key qualities: deliverability of their communication, and an advanced segmentation of their customers.

Aleksandra Wasiak
eCRM Expert at iProspect



Thanks to engaging the subscribers with customized content and the automation of communication with clients in the lifecycle, we were able to turn our new sub-brand project into a resounding success. Choosing ExpertSender has been the best decision we could make.

Zbigniew Iwański
E-commerce Manager at MK Fresh

- ▼ **Marketing Automation Workflows** allow you to create a dynamic path across the customer lifecycle and boost sales.
- ▼ **Data Tables** allow you to store external client data (e.g. a customer's purchase history), and use them for advanced segmentation.
- ▼ **Dynamic Segmentation** allows for hassle-free segment calculations in real-time based on purchase and behavioral data.
- ▼ **Data-Driven Personalization** allows for the use of cross-channel and behavioral data to create a unique customer experience.

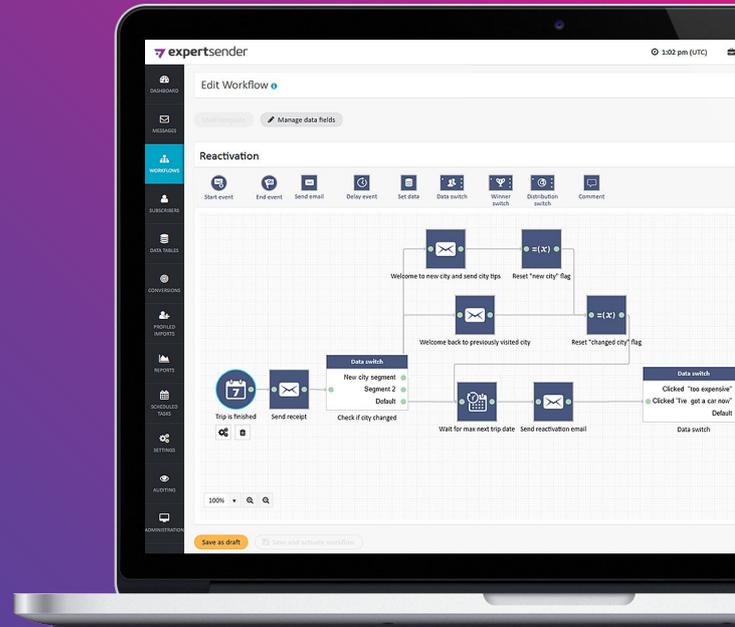
Technology Used

-  Marketing Automation Workflows
-  Data Tables
-  Segmentation
-  Advanced Personalization

ExpertSender is a powerful solution designed to help your business grow across different multiple channels: email, SMS, web, mobile and more. Get the a demo session scheduled and see how we can boost your revenue together!

REQUEST DEMO

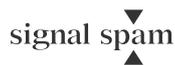
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contact@expertsender.com | www.expertsender.com

phone: 1-646-328-3919