# Finlayson Makes Moves Online

Finlayson is a textile manufacturer with a storied history and a progressive plan for the future. They've operated brick and mortar stores since 1836, and have cemented themselves as a well-known and well-loved brand. A company with strong values and a belief in environmental responsibility, Finlayson has recently begun to take on the online world.
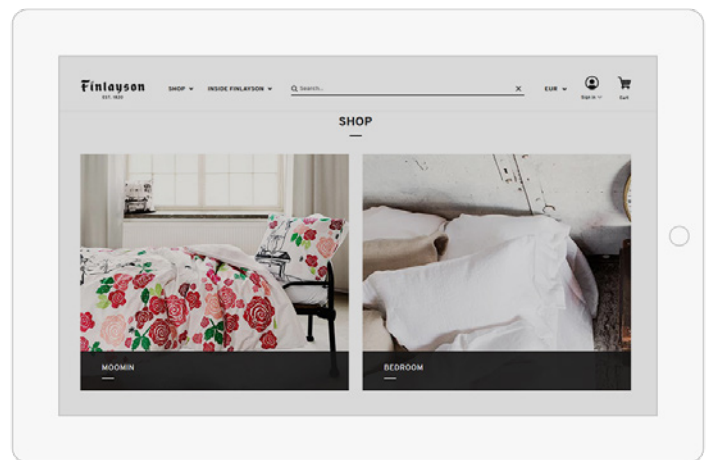
Combined company data from across three different sites under one roof, and integrated analytical tools to understand customer behavior and increase profits.

The Problem

Finlayson's goal has been to understand who are most valuable customers and how to communicate with them to increase profit.

With customer data spread across separate entities, and a lack of analytical tools, they were having trouble focusing their energy and resources.

They wanted to combine their customer data to better measure the impact of their online orders. They wanted the tools to break their customer base down into segments, tools to drive further sales, and tools to measure their successes and failures. They were ready to take things to the next level.

EXPONEA solution

Combining customer data under one roof, integrating analytics, and drawing conclusions about profitability.

1
The first of Finlayson's hurdles was **combining their data from across different platforms**. Once the data sets were all combined, we worked with them to integrate external systems, including Shopify, Google Analytics/Adwords, and Facebook ads. We imported Finlayson's email template, then set up basic scenarios for sending regular newsletter campaigns. We also **implemented the Shopify Cart Abandonment scenario to send personalised emails to customers** who had nearly made a purchase, and added a **banner advertising free shipping** over the cart if it was not empty.

2
In order to find Finlayson's most valuable customers, **we created six different segments**: High, Medium, and Low budget customers, and High, Medium, and Low frequency of purchase customers. We then determined which of Finlayson's customers were the most valuable.

3
Finlayson provided us with their internal costs so we could examine the efficacy of the discounts they were offering. **We experimented with the percentage being offered in these deals, as well as when customers would receive their offers.** The average discount rate Finlayson was offering was 11%; we proposed decreasing their average discount rate by 45%. **Based on our analysis, this action could uplift profits by 3.42%, increasing the profit margin by nearly 2%**.

4
We also determined that customers who had their first order discounted are 33.72% likelier to order a 2nd time. **By using lower discounts, we could increase the number of first purchase discounts we gave by 20%**. Our findings show this would increase the number of customers who made a second purchase by 16.35%, with a **16.24% higher profit on second purchases**.

5
We are continuing to work with Finlayson to develop a strategy moving forward. **With all of Finlayson's data under one roof, and integrated with Exponea's analytical tools, we will use personalisation to continue the work on improving profits**.
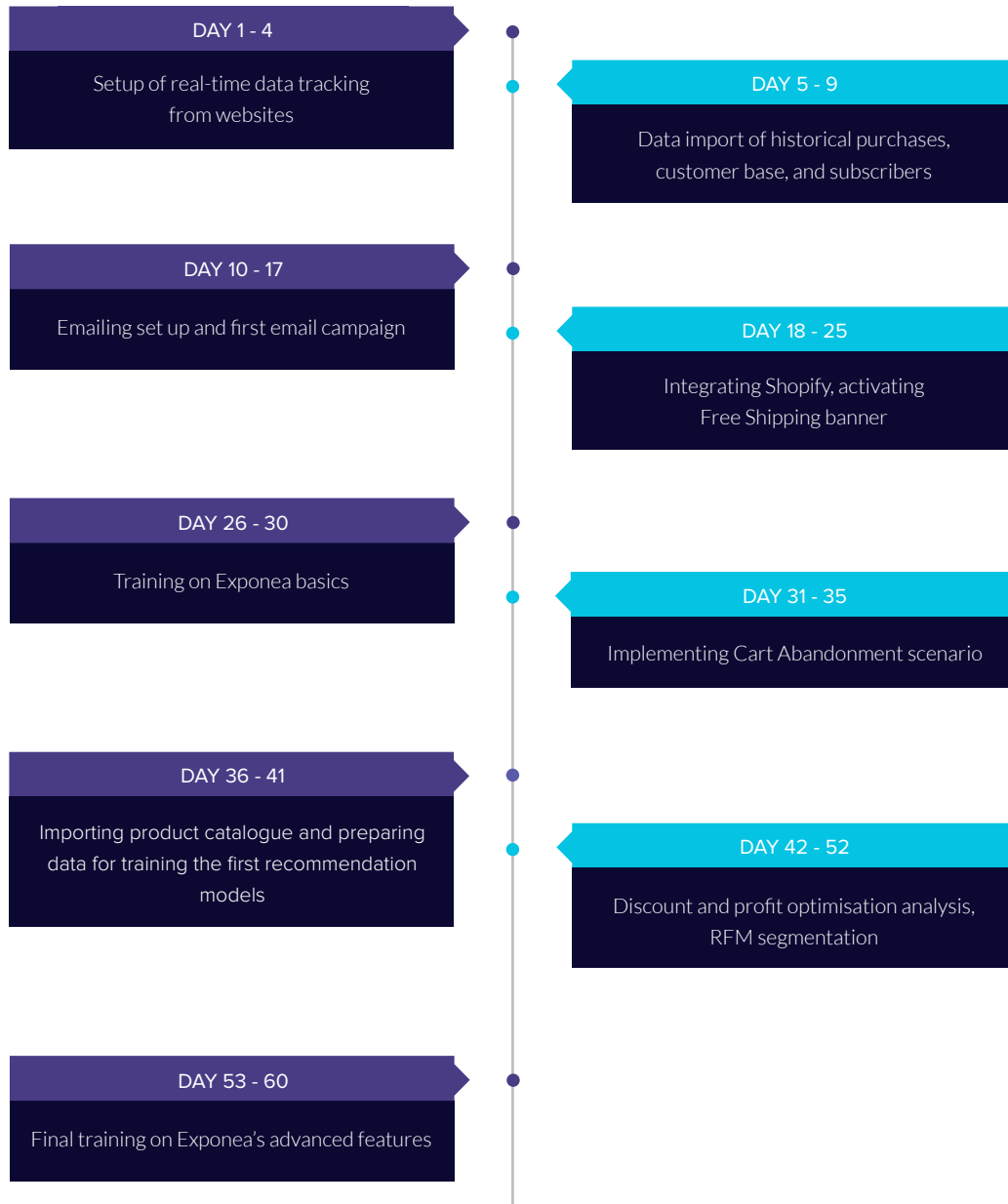
6
Finlayson communicates with many of their customers through regular newsletters. Using the new analytics, we will improve these communications through A/B testing of the content of the newsletters, and **experimenting to find the optimal delivery time**.

7
Finally, we will work with Finlayson to **optimise marketing campaign costs** with better retargeting, optimising their stock based on analytical insights, and **creating a customer profiling analysis**. And of course, **we have ensured that Finlayson's team has the training and know-how** to accomplish similar goals without Exponea's help in the future.

EXPONEA timeline

DAY 1 - 4

Setup of real-time data tracking from websites

DAY 5 - 9

Data import of historical purchases, customer base, and subscribers

DAY 10 - 17

Emailing set up and first email campaign

DAY 18 - 25

Integrating Shopify, activating Free Shipping banner

DAY 26 - 30

Training on Exponea basics

DAY 31 - 35

Implementing Cart Abandonment scenario

DAY 36 - 41

Importing product catalogue and preparing data for training the first recommendation models

DAY 42 - 52

Discount and profit optimisation analysis, RFM segmentation

DAY 53 - 60

Final training on Exponea's advanced features

EXPONEA

MEASURABLE SUCCESS ACHIEVED

Detailed RFM
and discount optimisation
analyses, with key findings:

▲33.72%

chance of 2nd order
if 1st order was discounted

Integrated Finlayson data
& advanced interactions'
tracking across three sites

Implemented
Cart Abandonment
scenarios

FINLAYSON'S E-COMMERCE MATURITY

This success story was made possible, because Finlayson was ready for all of the proposed use cases. Furthermore, during the cooperation, Finlayson was able to increase their e-commerce maturity by becoming proficient Exponea users and integrating their systems with Exponea!

GENERATE SPIDER CHART

EXPONEA

Pre-Pilot maturity

Post-Pilot maturity

DELIVERABLES

ANALYSIS

Acquisition, activation and retention dashboards with focus on:

- **Creation of customer funnels** (Customer pre-purchase journey / Improved checkout process / Improved repeat purchase process)

- **RFM analysis, with segmentation based on:**
  a) Purchase
  Revenue generated, Price range / Item type (regular, outlet, F-Club offer)

  b) Customer
  Purchase/visit frequency, Interest in buying particular products

Revenue attribution (marketing spending optimisation)

ACTIONS

- Combining company data

- Integrating Shopify

- Emailing templates

- Newsletter campaigns

- Free shipping banner

- Discount optimisation analysis

- Profit analysis

EXPONEA

HOW DID WE EMPOWER FINLAYSON?

Exponea helped Finlayson to move all of their customer data under one roof. Through the cooperation, Finlayson finally had the opportunity to examine and understand their customer data, and the insights gained from it helped to shape an online strategy moving forward. This accomplishment was sped along by Finlayson's excellent team, and willingness to experiment with ways to optimise their online presence.

HOW DID THE COOPERATION ENRICH EXPONEA?

It was beneficial for Exponea to work with a client that has a strong presence in such a specific field. We had great conversations about their business model and how things worked in Nordic countries, and gained great insights into their process, gauging their thoughts on optimisation, shipping and manufacturing.

I really enjoyed the first two months of cooperation with the Finlayson team. Their business understanding, analytical capabilities and agility helped us to quickly adapt, deliver on time and even more, identify medium and long term strategic goals where Exponea can help.

About Exponea

Imagine a platform that eliminates all the key reasons for your marketing's underperformance.

The lack of comprehensive tools is replaced by one end-to-end solution, slow time to value changes into results within days, and an IT department that is no longer needed in your promotional efforts.

With a team of 150+ professionals operating worldwide, we've built such a platform.

You can find our headquarters in London, the development team in Bratislava, and local offices in Berlin, Prague, Moscow, and Warsaw. Clients on 5 continents already share our vision and use Exponea to bring it to life.

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