

# The Sweet Smell of Success: MyBuys Increases Sales for Scentiments.com



**EMAIL  
CONVERSION  
RATE UP 16%**

**OVERALL SITE  
REVENUE  
UP 11%**

**MOST-POPULAR  
ITEM SALES  
UP 56%**

Scentiments.com is a second-generation, family-owned, fragrance retail business that started as a brick and mortar store. The first generation of owners created the perfume stores—now numbering three in Southern Florida—and the second generation created an online perfume store in 1996 with an enormous collection of brand name fragrances. The name Scentiments.com came from a family member who suggested that scents have such powerful influence on emotions that the two concepts should be combined to create a savvy name. The site currently offers 8,700 SKUs and has more than 700,000 names on its email distribution list.

### From Blind Email Blasts to Personalized Alerts

MyBuys has been generating website recommendations and email alerts for Scentiments.com since mid-2008. The alerts bring consumers to the company’s site, where they find highly relevant, highly motivating web recommendations for fragrances that fit their personal preferences. The combination is delivering outstanding results: the email conversion rate is 16%, overall site revenue is up 11%, and sales of the most popular item is up 56%.

Before engaging MyBuys, Scentiments.com was using a content personalization service to generate web recommendations, but that service proved unreliable. Scentiments.com also had a home-grown email marketing program that consisted of sending promotional emails about once a month. They were not personalized, went to everyone on the company’s list, and focused on seasonal specials or clearing overstocks. The company did not carefully track results, but did see an increase in sales in the days following the “blind blast.”

Scentiments.com contracted with MyBuys to generate personalized product recommendations on its Website and to manage its email list to send personalized email alerts. While the company has always emphasized a personalized approach in the stores—it even has an online and phone-based “Fragrance Guru” to answer specific questions from individual shoppers—it had not developed an in-house recommendation capability before then because it did not have the internal staff time or expertise to do so. Scentiments.com provided a data feed of its entire catalog to MyBuys, which implemented both the web recs and email alerts within three weeks.

“We learned quickly to have more fulfillment staff on the job Wednesday afternoons and Thursdays, because the personalized email alerts go out on Wednesday,” says Howard Wyner, CEO, Scentiments.com. “We always see a spike in sales on those days. In fact, we just recently had a record-breaking day, thanks to an especially successful alert.”

Wyner cites figures that underline the power of the alerts: The results are outstanding, Scentiments.com’s email open rate was 29%, click-through rate was 7.8%, and conversion rate was 16%.

**Moving 100 Units in Five Hours at an Off-Peak Time**

More proof comes from the results of a recent email alert involving one of their most popular products. “We had negotiated an excellent wholesale price on a delivery of Alfred Sung perfume for women,” says Wyner, “so we lowered our already-discounted price by several dollars and the MyBuys recommendation engine identified the right customers to receive the Sung discount in their personalized alert.” MyBuys identified those customers by analyzing a range of factors, including their purchase history, browsing patterns, and stated preferences for brand, category and price threshold.

“The result was an exceptionally successful promotion. We sold 100 units within five hours of sending the alert at an off-peak time. Our regular Alfred Sung customers appreciated the alert and knew a good price when they saw one. How do we know? Because they opened the email, clicked through, and bought the product!”

**No Gimmicks, Just Great Deals**

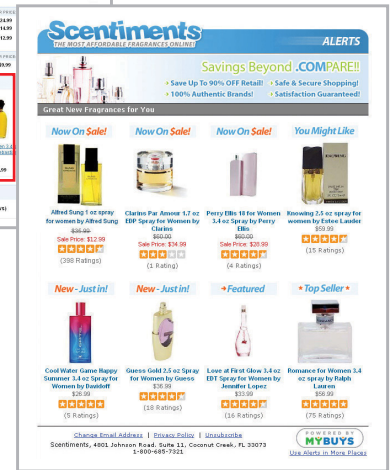
Wyner says a cornerstone of Scentiments.com’s business philosophy is “no gimmicks, just great deals.” Added to that, the company ensures a positive overall shopping experience with personal touches like the Fragrance Guru and a site that’s graphically pleasing, easy to navigate, includes 50,000 product reviews written by customers, and features attractive discounts on name-brand fragrances.

“The alerts keep us top-of-mind with our customers and provide them with useful, relevant information,” he says. “When they come to the site, the web recs entice them with products that fit their taste. That level of personalization fosters loyalty and boosts sales. MyBuys has definitely helped lessen the impact of this difficult economy, and their recommendations have become an integral part of our daily business.”



*On the Scentiments.com site, customers see recommendations tailored to their purchase history and expressed and implied preferences.*

*MyBuys personalized email alerts deliver only relevant recommendations and offers, which motivate customers to visit the Scentiments.com site.*



**ABOUT MYBUYS** MyBuys is the leader in cross-channel personalization for retailers. We help marketers increase their marketing effectiveness by learning what individual shoppers like, then using these insights to present them with the most compelling recommendations and offers, coordinated across every channel — on e-commerce sites, through email, via display ads, on mobile devices, and on Facebook. More than 300 companies, including 75 of the Internet Retailer Top 500, use MyBuys to sell more. Visit us online at [www.MyBuys.com](http://www.MyBuys.com).

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