

Joss & Main Case Study

Flash sales site reliably and cost-effectively delivers millions of sales events alerts in minutes



"Using StrongMail to personalize and optimize our outbound and triggered messages has enabled us to drive a significant amount of revenue from our email marketing efforts."

Ed Macri
VP of Marketing and Business Intelligence
Wayfair (Parent Company of Joss & Main)



Joss & Main
Boston, MA
www.jossandmain.com

Industry
Retail

Return on Investment
> Low total cost of ownership
> Increased membership
> Streamlined operations

Key Benefits
> 10-minute delivery window ensures equal opportunity to limited-time sales events
> Maximum inbox delivery and real-time reporting
> Scalability to accommodate business growth
> Automated bounce management and unsubscribe processing

Products & Services
> StrongMail® Message Studio
> StrongMail® Transactional Email Platform
> StrongMail Burst Email Delivery Technology
> StrongMail Web Analytics Module
> StrongDelivery Tools

Integrated Business Systems
> SQL Server
> Netezza TwinFin

In January 2011, Wayfair officially launched its first private sale site called Joss & Main (www.jossandmain.com). As the second-largest online retailer of home goods in the United States with over \$500 million in sales in 2011, Wayfair wanted to create an enduring brand in the popular flash sale market by offering premium, one-of-a-kind home goods at alluring discounts of up to 70% off retail. Every day, Joss & Main members can find excellent deals on all types of small gifts and large luxuries ranging from accent furniture, bedding, table settings and rugs to handmade chocolates and stationery.

Unlike other private sale sites that adhere to a particular style or aesthetic, the driving philosophy of Joss & Main is discovery. While a consumer's own style is likely to be well-represented by Joss & Main's selections, they are also likely to uncover a new interest in a traditional, transitional or modern piece.

"We're providing consumers with a window of opportunity to experiment with styles they've always wanted to try," said Mitra Morgan, Chief Curator at Joss & Main. "Giving our members the chance to purchase at a discount during a short, 72-hour sale, makes it easier to incorporate designers and brands that may have seemed just out of reach – because of the price or because customers needed inspiration at just the right time."

Wayfair's move into flash sales was facilitated by the relationships that it already had with more than 5,000 brands, including such notable companies as Movado, Noritake, Phaidon, Laura Ashley, Palecek and Angela Adams.

The Challenge

However, given the limited inventory and short sale duration for each event, Wayfair executives knew they needed to find an email marketing solution that would allow them to deliver millions of sales events notifications during the same 10-minute window every day. Any delay in sending could cause some members to visit the sale after inventories had been depleted, potentially affecting customer satisfaction and retention.

"Joss & Main is all about delivering to our members a daily dose of inspiration and affordable luxury for the home, and email is one of our most important means of communicating with them," said Morgan.

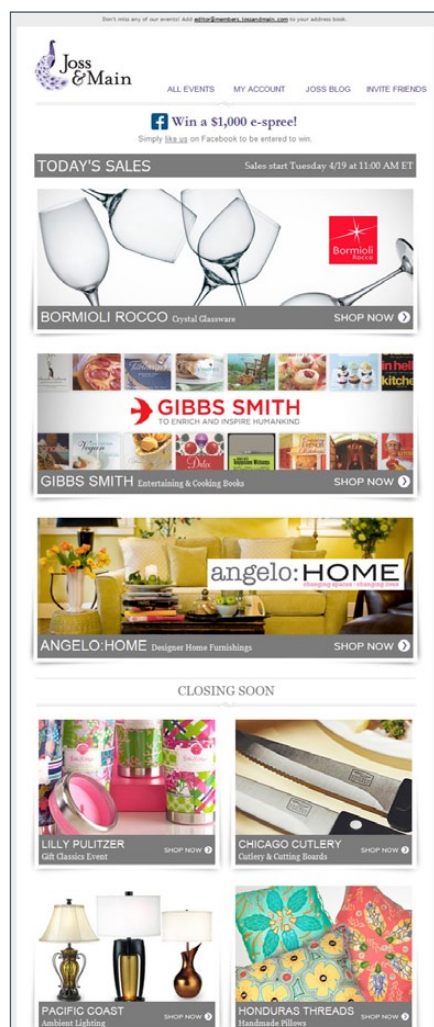
Leveraging a Successful Email Marketing Partnership

In order to achieve its near real-time delivery requirement, Wayfair turned to StrongMail, which has been successfully powering email marketing for its core e-commerce business for more than three years. Using StrongMail, Wayfair has been running a very sophisticated and effective email marketing program for its outbound and triggered messages that leverages dynamic content to offer relevant messages at every stage of the customer lifecycle.

Wayfair sends targeted email marketing campaigns that are driven by a wide variety of customer attributes (kids, pets, etc.) and lifecycle segments (young mom, empty nester, etc.). Automated messages also play a key role in Wayfair's email marketing strategy. StrongMail automates and optimizes traditional transactional emails like order and ship confirmations, as well as behaviorally triggered messages that deliver relevant offers based on past purchases or click-stream analysis.

"Using StrongMail to personalize and optimize our outbound and triggered messages has enabled us to drive a significant amount of revenue from our email marketing efforts," said Ed Macri, Vice President of Marketing and Business Intelligence at Wayfair.

Selecting StrongMail for Joss & Main was a natural choice given its proven track record of driving real results, but it was critical that the solution also meet Joss & Main's core requirements for volume and deliverability.



Joss & Main members receive daily sales events announcements during the same 10-window every day.

Delivering Millions of Targeted Messages in a Matter of Minutes

StrongMail's patented burst email delivery technology enables companies to deliver millions of personalized messages in less than 10 minutes. Unlike the shared infrastructure relied upon by traditional email service providers (ESPs), StrongMail's burst technology leverages dedicated systems, which eliminates any risk of delay from other companies using the system at the same time. As a result, StrongMail could guarantee that Joss & Main members would receive their sales events notifications at the same time every day.

"Every one of our members wants to find out what's on www.jossandmain.com at exactly 11am Eastern," said Morgan. "In order to keep it fair, we have to reliably deliver millions of emails in a very short time window. We gave a very stringent set of business requirements and performance criteria to our email marketing team, and they selected StrongMail."

StrongMail's integration capabilities and user-friendly interface enabled Joss & Main to get up and running on StrongMail's burst email delivery technology in a matter of weeks, which was essential for meeting its January launch. The system was put through its paces on the first day, as Joss & Main had already built a large email database from interested Wayfair customers.

"At launch, Joss & Main had a strong customer email list due to our ability to draw on the millions of home-oriented consumers who have shopped for home luxuries and indulgences with our parent company, Wayfair," said Chuck Casto, Vice President of Communications at Wayfair.

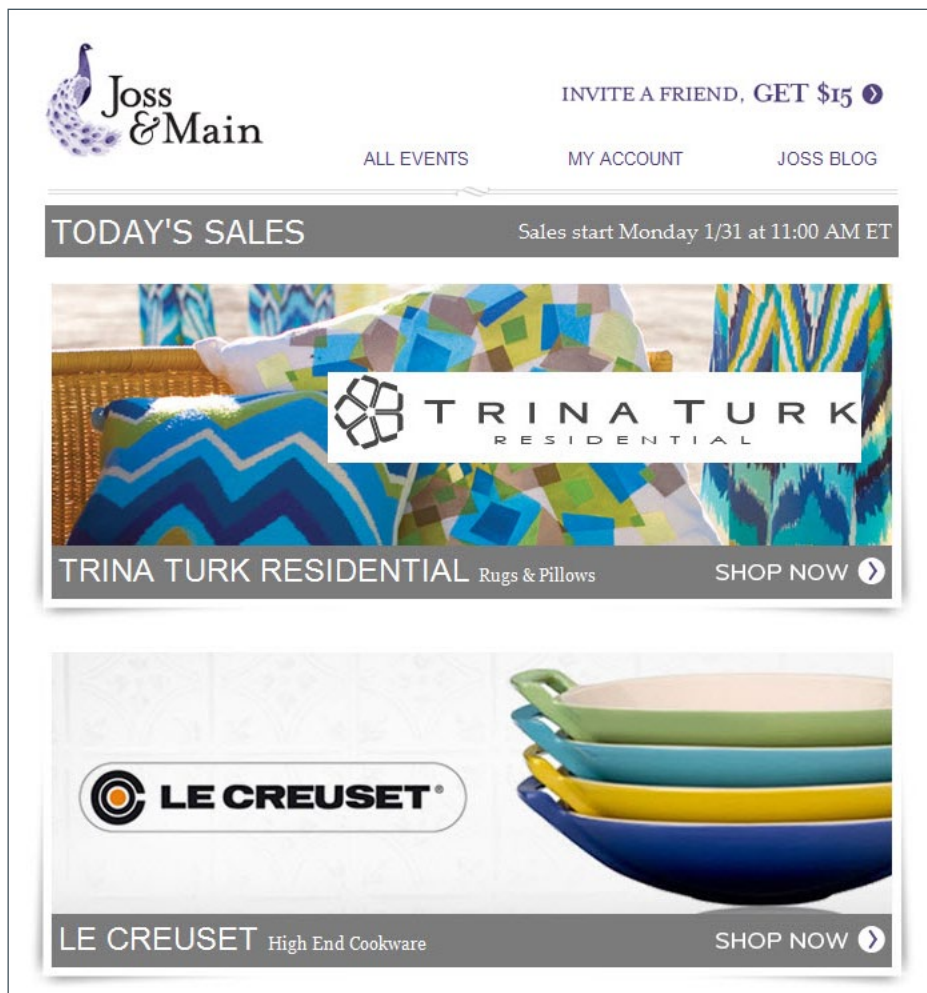
StrongMail's ability to reliably deliver all of Joss & Main's sales events announcements at the same time every day has been instrumental in the company's success. Email makes it possible to create a real sense of urgency, which results in these messages generating the majority of daily traffic to the sales events.

Taking Control of Their Email Success with StrongMail

In addition to high-performance delivery, StrongMail's enterprise-grade email marketing management capabilities offer Joss & Main the tools they need to maximize results from their email marketing programs. With real-time reporting, Joss & Main can quickly assess the performance of each campaign and immediately make any required changes to maximize results.

StrongMail also features automated bounce management and unsubscribe processing to ensure CAN-SPAM compliance and maximum deliverability. StrongMail's StrongDelivery Tools enable Joss & Main to actively monitor their sender reputation, as well as test how and where their emails render in popular email clients like Gmail, Yahoo, AOL and Outlook. Additionally, as a dedicated solution, StrongMail offers Joss & Main the added benefit of owning its sender reputation, instead of one based on potentially shared and non-permanent IP addresses that are offered with traditional SaaS-based ESPs.

"Email plays an indispensable role in getting our members to shop our daily sales events, which is why we rely on StrongMail's proven technology," said Macri. "StrongMail's ability to support our growth and accommodate new business initiatives have made them a valuable partner in the success of both Wayfair and Joss & Main."



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StrongMail's burst email delivery technology enables Joss & Main to create a sense of urgency around each daily sales event.



About StrongMail Systems, Inc.

Every day, StrongMail is empowering leading brands to connect and grow their customer base through email marketing and social media.

From the world's largest enterprises to the hottest daily deal sites, StrongMail is helping smart marketers boost the performance of their programs with cutting-edge lifecycle marketing capabilities and the ability to deliver millions of personalized messages in minutes.

Our products and services provide end-to-end solutions for such notable brands as InterContinental Hotels Group, McAfee, Netflix, Viacom and Travelocity.

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Comprehensive Solutions for Email Marketing and Social Media

StrongMail enables marketers to reach new audiences, effectively leverage brand advocates and maximize performance of email and social media campaigns via the proven technology solutions and extensive agency services that are outlined below.

Email Marketing Solutions

StrongMail's email marketing solutions empower marketers to drive the highest value from their email marketing programs. Our wide range of solutions combine StrongMail's industry-leading platform with the strategic, creative and deliverability expertise to drive conversions, increase brand awareness and improve customer satisfaction.

Word-of-Mouth Acquisition Solutions

StrongMail's word-of-mouth acquisition solutions enable marketers to leverage their biggest brand influencers to expand their reach to new audiences. By combining multi-channel sharing capabilities with detailed multi-stage sharing reporting and integrated reward and fulfillment functionality, StrongMail makes it easy for marketers to launch fully branded referral marketing programs that can track performance all the way to the conversion.

Social Media Solutions

StrongMail's social media solutions were developed with a direct marketer's perspective in mind. Our products enable you to launch direct-response campaigns into social media and reach and identify key brand influencers across blogs, Twitter, Facebook and other social networks. Every social media product enables you to analyze and track campaign performance all the way through to the conversion so you can truly understand the business impact of your social media efforts.

Transactional Email Solutions

StrongMail's transactional email solutions enable marketers to take control of branding, content and promotional elements of event-triggered email, such as order confirmations and lifecycle messages. A straight-forward integration with backend data sources and applications allows StrongMail to efficiently assemble and immediately deliver fully branded and personalized messages that properly reflect customer preferences, purchase history and previous interactions with your brand.

Full Agency Services for Strategy, Creative and Campaign Execution

StrongMail complements its email marketing and social media solutions with a wide range of agency services to provide the best practices, guidance and hands-on services that will enable you to optimize your online marketing programs for greater returns. Whether you're looking to acquire new customers, increase customer loyalty or improve campaign performance, StrongMail has the expertise to drive the highest ROI from your program investment.

High-Performance Email Technology

StrongMail overcomes the challenges of high-volume email delivery with a highly scalable, reliable and manageable system that can easily replace and consolidate underperforming commercial or open source MTAs. Free up IT resources with a proven platform that was specifically designed to overcome the challenges of today's everchanging sending environment.

