

## CASE STUDY

# Boozt Improves Relationships with Target Mailbox Providers Through Certification and IP Address Warm-Up

## CHALLENGE

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When Boozt changed its email marketing service, the company also moved from a shared IP address to a dedicated IP address. This resulted in low inbox placement rates, with less than 80 percent of emails reaching customer inboxes. Inbox placement also varied dramatically depending on the mailbox provider. For example, mail sent to Microsoft inboxes (such as Outlook) had inbox placement rates as low as zero. This was a significant problem for Boozt, as 40 percent of its subscribers used Microsoft email domains.

Boozt reached out to Validity to roll out a comprehensive IP warm-up program and to learn more about Certification to improve the e-commerce company's reputation and inbox placement rate across all mailbox providers.

## SOLUTION

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Boozt signed up for the Certification program to boost the company's relationship with Microsoft.

Certification improving email performance through best practices, which helps to ensure better inbox placement with major mailbox providers such as Microsoft, Verizon Media (AOL and Yahoo!), and

# Boozt<sup>.COM</sup>

## INDUSTRY: ECOMMERCE

*Boozt is a leading and rapidly growing online fashion store in the Nordic region. Formed in 2009, the ecommerce firm operates in nine European countries, offering a contemporary selection of fashion labels through its multi-brand webstore Boozt.com, which boasts 5 million monthly visitors.*

*Email is one of the company's most important marketing channels.*

*Indeed, it is relied upon to maintain and improve customer loyalty and communication, making it one of Boozt's strongest revenue streams.*

*The company's email program consists of personalised daily newsletters that include latest offers, fashion inspiration and top trends.*

[boozt.com](https://boozt.com)



Comcast. By using the Certification program, brands' emails are acknowledged as safe and credible, leading to reduced filtering.

## RESULTS

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The impact of the Certification program was almost instant, with inbox placement at Microsoft increasing from zero percent to 100 percent almost immediately. The company's overall inbox placement rate also rose from 80 percent to 99 percent, which worked out as an increase of over 1 million SEK in revenue each month. This increase resulted in more subscribers seeing the messages, and the company saw an improvement in email open rates, rising by almost 15 percent from 20 percent to 35 percent.

"[Validity] has helped us get our deliverability figures back on track and we are delighted with the results. The Certification program has significantly increased our open rate and inbox placement rate, and has given us unrivaled insight into how our program is performing. It has allowed us to identify elements of our program that were hindering our reputation and make changes without negative consequences," said Mads Neble, Director CRM & Online.

***The support we have received during this period has been invaluable. With constant guidance during our warm up process through to getting fully Certified, [we] feel safe in the knowledge that all of our emails are reaching our customers.***

**MADS NEBLE**

**Director CRM & Online, Boozt**