



## Our Projects:

Marketing Automation for  
Coals2U



Coals2U see automated email campaign result in **21% conversion rate.**

## Situation:

Coals2U are the UK's leading coal merchant, holding a Royal Warrant to supply solid fuel to HM The Queen. Coals2U suffered from low repeat custom and wanted to increase customer retention.

Solid fuel sales are weather dependant with demand increasing significantly during very cold weather and Christmas periods, putting a strain on the distribution system. Many customers experienced delays with their deliveries during these periods. The goal was to encourage customers to buy more regularly and spread demand during the winter.



## Solution:

Livelihood developed a brand new Drupal commerce website fully integrated with Copernica. This provided a complete marketing automation solution and ensured that customer behaviours could be tracked and highly targeted emails would be sent at the right time.

Customers were segmented into twenty seven distinct segments, ranging from highly engaged high value customers, to customers who bought infrequently. Each segment is now sent an appropriate proposition at the right time.

For example, an automated abandoned basket campaign was implemented with 15min, 24hour and 72hour emails being sent to customers who failed to complete the checkout process, encouraging customers to return to the site and complete their purchases.

Additional automated email campaigns were set up to help balance demand throughout the year, including a re-engagement campaign sent to customers who had not purchased from the site for a longer period of time, and a replenishment campaign to remind customers that they were about to run out.



## Results:

Since implementing Copernica Marketing Automation Software, email marketing now delivers the highest revenue source even beating Google search and PPC. Some campaigns have seen open rates as high as 50% and conversion rates of over 20%.

The ability to manage customer life-cycles better, Coals2U are now getting more repeat orders and seeing a more customers in highly engaged segments. Timely communication with Copernica is delivering the desired results.

*“We have improved the sophistication of our marketing over the past few years and from profile based automated email marketing we have found great improvements in our conversion rates & repeat purchases. We are working closely now to optimise our current conversion rates to deliver the highest ROI.”*

*Jon Carter,  
Marketing Manager, Coals2U*