



CASE STUDY

Sundance Catalog

sundance

OVERCOMING INBOX PLACEMENT HURDLES AND
REINVIGORATING EMAIL SUBSCRIBERS

Impressive Results

586%

increase in
revenue

9%

increase in
average
order value

51%

decrease in
total
emails sent

To overcome challenges with inbox placement for a particular ISP, and form a deeper connection with their email audience, Sundance Catalog worked with Zeta to test a tiered email structure. The three-week test delivered such significant lift in deliverability, opens, clicks, and overall engagement that Sundance Catalog adopted the tiered system on a go-forward basis.



RICHNESS OF THE AMERICAN EXPERIENCE

Robert Redford's Sundance Catalog connects consumers with a collection of unique offerings—from apparel to jewelry—that reflect the beauty of the Wasatch Mountains and the diversity of the American experience.

MAKE EMAIL A MORE PRODUCTIVE MARKETING CHANNEL

Sundance Catalog wanted to break its subscriber list into more focused subsets to better capitalize on the most engaged audiences without overmarketing to less-active subscribers.

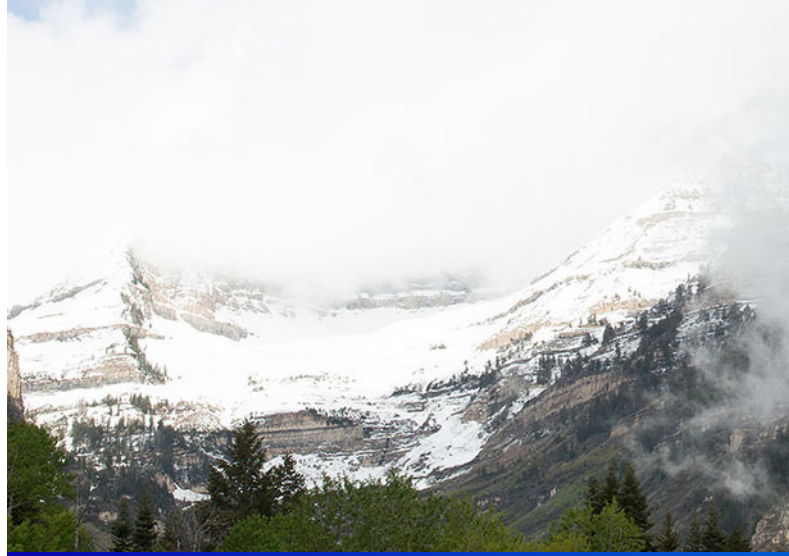
“By moving to the Zeta Marketing Platform and reimagining our approach to email engagement, we got a whole lot better at reaching the right shoppers, with the right message, at the right time.”

Jacob Young

Senior Director of Digital Marketing, Sundance Catalog

TAKE A TIERED APPROACH TO EMAIL

When an email deliverability issue flared up, the marketing team at Sundance Catalog knew they needed to make a change. Their solution—pull back on send volume and go all-in on audience targeting by focusing campaigns on only the most engaged, campaign-relevant recipients. Working with their partners at Zeta, Sundance Catalog implemented a tiered engagement structure for its email subscriber list, breaking their email list into smaller, more manageable subsets. Subscribers were assigned to their respective tiers based on a combination of subscription tenure and email engagement, with the ability to move between tiers in real time depending on behaviors like age of subscribe date, or open and click history. As a result, Sundance gained the ability to capitalize on their most engaged audiences without oversaturating the remaining recipients. From a metrics perspective, this transition led to improved engagement, better list health, a higher sender reputation, and improved inbox placement.



“Zeta’s leadership and guidance was really instrumental in helping us overcome the challenges we were experiencing with inbox placement. Thanks to their support, we’re seeing major uptick in our deliverability, opens, clicks, and overall engagement.”

Jacob Young
*Senior Director of Digital Marketing,
Sundance Catalog*

PRODUCTS USED



Zeta Marketing Platform

[Learn More](#)

ENGAGEMENT AS A CONDUIT FOR CHANGE

By moving to the Zeta Marketing Platform and deploying a tiered email structure, Sundance Catalog got better at reaching the right shoppers, with the right message, at the right time. Nothing changed about the emails themselves (the creative, the subject lines, the brand story, the brand voice, the offers, etc.)—the only thing that changed was Sundance Catalog’s approach to engagement.

As a result of this new, tiered system, the brand drove significant year-over-year growth, while greatly reducing the overall cost of its email marketing program.

Don’t wait for the next opportunity. **Create It.**

Predictive marketing insight. Industry-defining identity management. Omnichannel experience building. The Zeta Marketing Platform is everything you need to grow your customers and your business in today’s digital ecosystem. Recognize your best customers and prospects across channels and devices and be where they are going next—the right offer at the right time, every time.

Talk to your Zeta Sales or Account Representative to get started.