



A BFCM to Remember:

# **How Luxury Jewelry Brand Jan Leslie Found Treasured Success**





# The Story

Jan Leslie is an eCommerce brand specializing in premium high-end jewelry—specifically cuff links, tuxedo sets, and 18k gold jewelry. With a very niched audience that includes collectors and people from high society, Jan Leslie continues to work with designers and jewelers to ensure that all their materials are ethically sourced, and each treasure is hand-forged.

In March 2021, they made the decision to partner with Chronos Agency to scale their email marketing channel. Since then, Jan Leslie has experienced successful email revenue attribution—with huge eCommerce events like Father's Day, Halloween, and BFCM generating huge successes.

# The Problem

Selling luxury jewelry was especially challenging during the height of the COVID-19 pandemic—with the limited brick-and-mortar options and changes in customer behavior when purchasing jewelry.

Changes in customer behavior translate to changes in marketing strategy. After all, purchasing jewelry is often done face to face so customers can try them on.

This meant that it was crucial for Jan Leslie to use email marketing to engage customers and sell products.

## The Solution

Here's a summary of the winning strategies we executed for Jan Leslie that led to sustainable



### LEVERAGING SOCIAL CONTENT TO BUILD THE BASE

Since luxury jewelry comes at a high price, the primary approach we used was to engage customers with social content so they would be encouraged to purchase jewelry online—even without trying them on.

Some examples of content we shared:

***How the jewelry was made***

***How luxury jewelry can also be gifted  
and not just collected***



To balance these email campaigns, we also sent out quarterly promotions such as high discount offers or flash sales to ensure continuous revenue that can be attributed to email.



## CREATING A HYPED-UP VIP OFFER


VIPs are a select few of your customers who contribute the majority of your revenue. Targeting VIPs and giving them more spending opportunities is one of the best strategies for any campaign.

For Jan Leslie, we announced the BFCM teasers as early as November 4, coupled with an exclusive VIP-only offer. This strategy led to an increase in open rates and click rates, as well as conversions during BFCM itself, since VIPs could see the offers open to the public and their exclusive deals.

## MAXIMIZED RETARGETING EMAILS AND FLOWS

We created segments for subscribers who either opened or clicked an email but didn't place an order. Afterward, retargeting emails were sent to this segment to fuel their interest. Interestingly, the revenue attribution from this retargeting strategy is around 50-67% close to the first email.



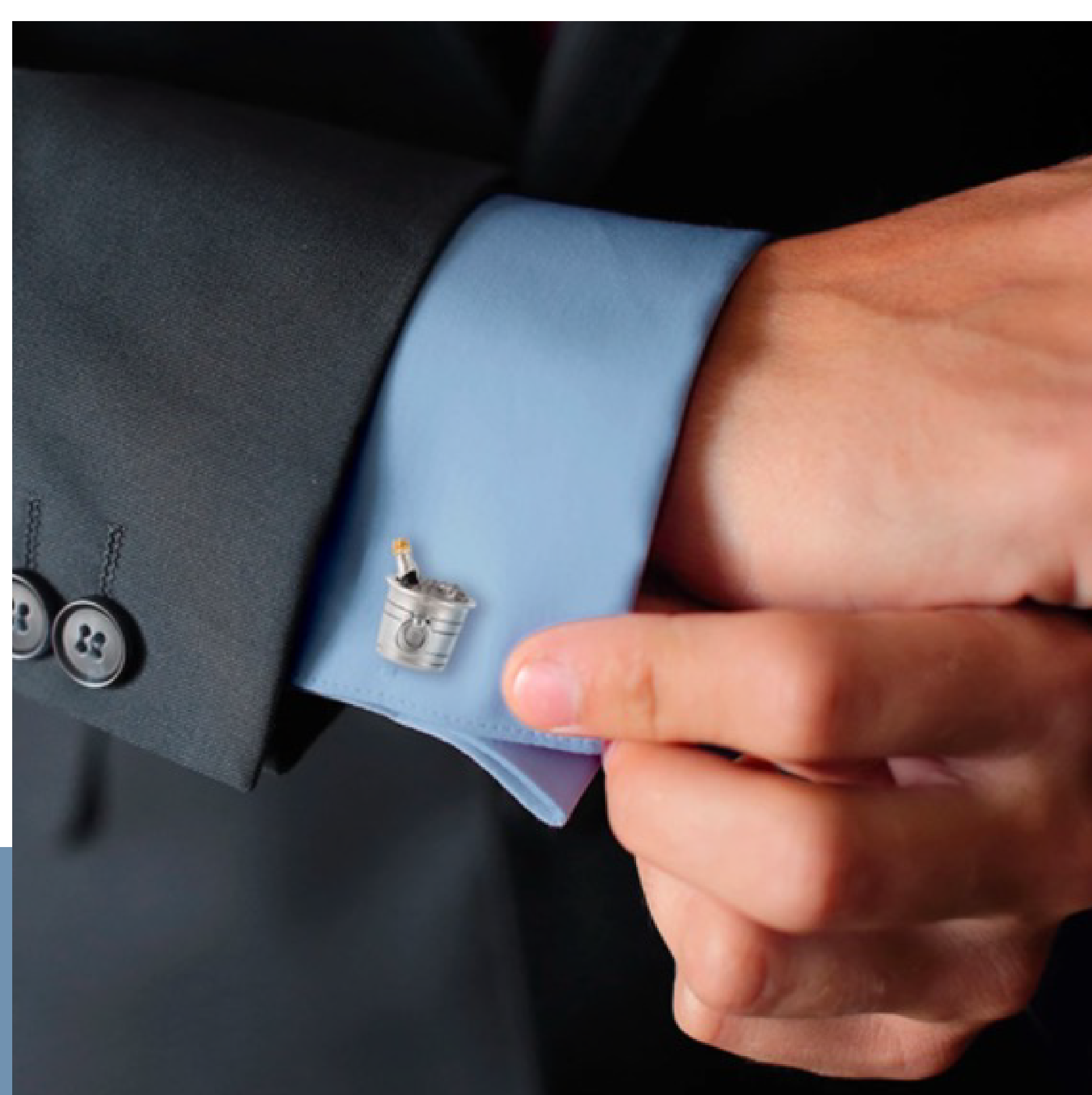


Aside from retargeting emails, we also created email sequences throughout the month leading up to BFCM, which catered to different segments and behaviors along the customer journey: Announcement, VIP Early Access, Starts Now Sale, Extended Sale, and Final Call.

## ENSURING THAT AB TESTING IS DONE EARLY, PRIOR TO BFCM SEASON

While A/B testing is encouraged throughout the year, BFCM season is when you reap its benefits. This means, no more A/B testing during BFCM. Instead, we compiled all the results and data from prior A/B tests to apply the best findings for the season.

It's important to plan your A/B tests in advance so you can conduct them with time to spare. Recommended tests include subject lines, timer count-down, GIFs, and CTA placements.



# The Results

By implementing our tried and tested BFCM framework, Jan Leslie was able to have a successful BFCM with the following results:

60%

email revenue attribution  
with 48% coming from  
campaigns

35%

Increase in average  
topen rate

3X

increase in average  
monthly store revenue



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