CITY BEACH
AUSTRALIA

AI accelerated revenue growth by **$250K** in 90 days.

After 90 days **working with AI,** City Beach achieved:

+18.3%
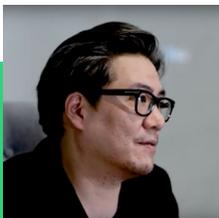Leads converted into first-time buyers

+5.9%
First-time to second-time buyers

+48%
Won back customers from defecting

+3%
Average order value

"
We wanted a single marketing solution that could scale up with our business. Emarsys helped us join the dots across an increasingly complex customer journey with touchpoints from stores to website to customer service interactions. Implementing AI was a perfect fit for our retention and reactivation activities. AI was able to predict where people were churning or defecting at a 1:1 level, and this allowed us to send campaigns based on customer's individual life cycle."

Mike Cheng, Head of Digital, City Beach

emarsys

The Business

Established in 1985, Australia's premier **youth fashion** retailer has grown to **70+** physical stores and **1.4 million** database contacts. City Beach has digitally transformed their business, growing both in-store and online revenue.

The Outcome

Driving revenue by increasing purchases **online and in-store.**

The Challenge

- City Beach wanted to better engage their **1.4 million database contacts** and treat each customer as more than just an email address, delivering true 1:1 engagements.

- Having reached a steady **100% growth rate** year-over-year, the brand had plateaued in terms of their ability to create meaningful relationships with their customers.

- Only AI could help them **scale their business** and achieve **1:1 omnichannel engagement** to prevent customer churn and drive repeat purchases.

The Solution

City Beach chose the Emarsys Max AI Retail Solution and shifted to a predictive marketing approach – opening new revenue opportunities and use cases. AI helped the company deliver true 1:1 customer experiences while creating efficiencies for the CRM team.

- Since **AI is truly integrated** within the Emarsys Retail Platform, City Beach saved time, complexities, and implementation issues compared to using a separate AI solution.

- With **Emarsys' Strategic Dashboard,** the team had access to new revenue opportunities and could quickly monetize them with best practice strategies and use cases specific to retail.

- **Within five days,** the CRM team autonomously activated multiple use cases: win back defecting and churning customers, converting visitors, and retaining customers, with specific offers for customers that are likely to become inactive.

- With their **data enhanced by AI** algorithms and machine learning, City Beach can predict customers who are **likely to churn, make a purchase, and become inactive;** they can then engage with them in real time programmatically.

- AI **continuously optimizes** business results through personalizing engagements for each contact with relevant products in the right channel at the right time.

- Used automation to synchronize audiences with Facebook and Google, enabling audience suppression and look-a-like audience targeting that resulted in **4x Facebook ROAS.**