



ECOMMERCE BENCHMARK REPORT

Data-Driven Strategies
to Maximize Customer
Lifetime Value

*for Fashion &
Accessory Retailers*



YOT
PO.

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INTRODUCTION

Inspiring shoppers to make an online purchase presents a unique challenge, since they can't touch the items or see them in person. For fashion and accessories, there's an extra twist: customers want to know what it's like to *wear* what they're buying.

Customer reviews and photos give shoppers confidence about the fit, comfort, and quality of their purchase.

Beyond that, shoppers seek interaction with customer content on social media. Potential customers need to receive emails that target their interests and buying stage. More than ever before, they want an **authentic experience** grounded in **multiple interactions**.

WHAT YOU'LL LEARN

In this report, you'll discover best practices for fashion and accessory retailers, including how to:

- ➔ Draw shoppers in early with rich sources of user-generated content
- ➔ Reach out to highly targeted customer segments
- ➔ Build catalysts for action into the customer experience

Read on for **data-driven insights** and strategies that help brands build a successful and mutually beneficial relationship with consumers.





BEFORE A PURCHASE

Customers engage with reviews & other user-generated content

SHOPPERS ARE HIGHLY MOTIVATED TO UNDERSTAND THE PRODUCTS

A Yotpo study looked at over 200,000 businesses to see how shoppers actually interact with on-site user-generated content — and how it drives purchasing decisions. Turns out that nearly a third of visitors actively engage with UGC.

And that's just visitors! **56.33% of buyers** interact with UGC before making a purchase.

This means that many site visitors seek out UGC to better inform their purchase decisions. And those that do buy have probably been influenced by UGC.



29.56%

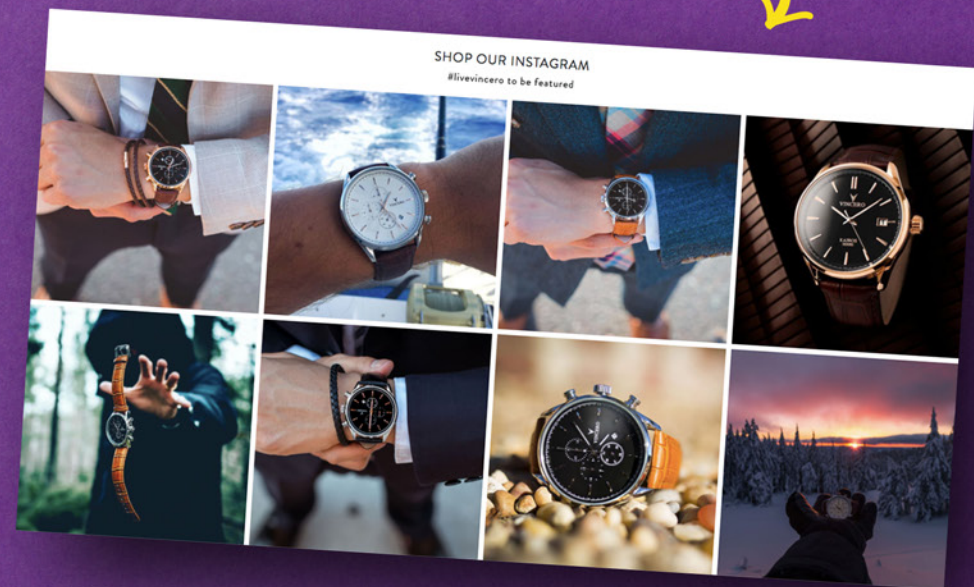
OF VISITORS TO FASHION
ECOMMERCE SITES

ENGAGE

WITH CUSTOMER REVIEWS,
PHOTOS, OR OTHER FORMS
OF UGC.



SHOP OUR INSTAGRAM! ↪



Vincero Collective knows the power of social proof: Front and center on their home page, they lead with "over 1600 five star reviews."

But they don't stop there. When visitors scroll down the page, they're encouraged to actually engage with user-generated content in the "Shop Our Instagram" section and to create their own.

GAUGING FIT AND COMFORT IS A TOP PRIORITY

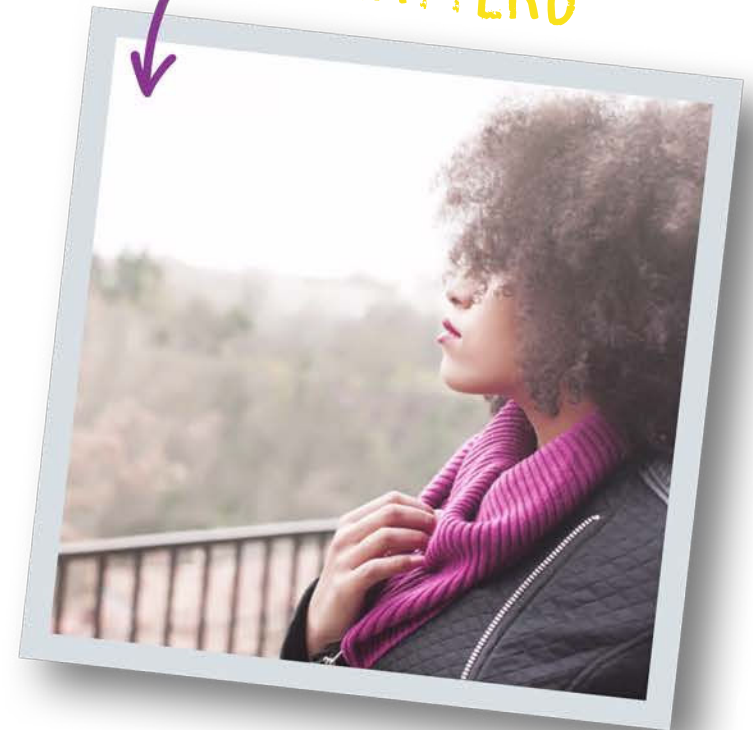
Fashion shoppers are sometimes hesitant to make a purchase online, especially if it means relying on product descriptions to assess fit, quality, and comfort.

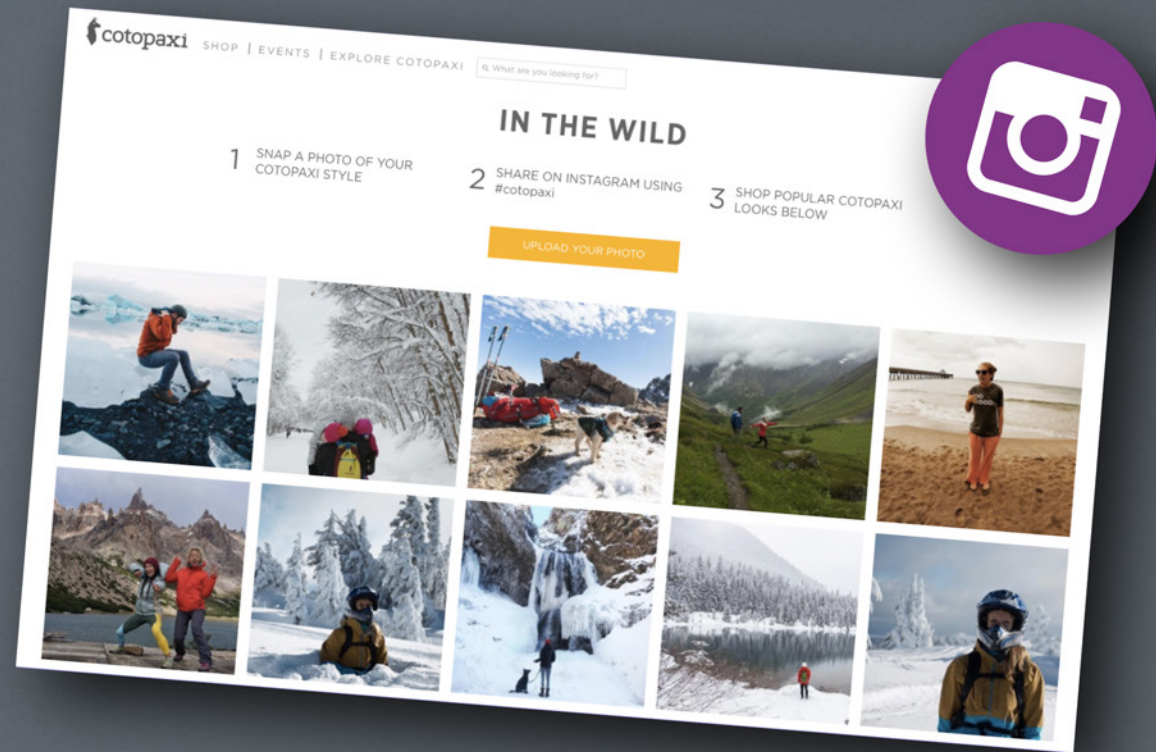
UGC has a huge impact on conversion rate, especially for customers buying apparel and accessories online. In fact, shoppers who see user-generated content convert at a **215% higher** rate than those who don't. And the language of reviews has a lot to do with that.

Yotpo looked at **1.3 million reviews** from 3,000 online stores to find the top words used on fashion and apparel sites. The results were clear: fashion shoppers care most about comfort and quality, with "soft" being the most used word to describe apparel products in reviews.



TEXTURE
MATTERS





On their website and in customer emails, Cotopaxi encourages both the creation of user-generated content and engagement with other customers' content. This gives shoppers the opportunity to see what it's actually like to wear their products out in nature.


**#SMART
SHARING!**



POSITIVITY AND REVIEWS

In analyzing more than a million reviews, Yotpo found that the language used is more often positive than negative. And when negative words do get used, the most common ones are “disappointed” and “disappointment.”

In other words, **fashion and accessory shoppers are optimists.** They want to be delighted, and they measure their satisfaction by comparing the actual item against the impression they formed before placing their order.

Reviews and UGC help shoppers form a more accurate picture before making a purchase, increasing the likelihood that it will live up to their expectations — and they’ll write their own review using “love,” “great,” “perfect,” or any of the other top positive words used in fashion reviews.





THE TIPPING POINT

Transforming
shoppers to
customers

CREATING A CUSTOMER CONNECTION

When shoppers get to a site, they're likely not ready to hand over their credit card just yet. To nurture them and encourage them to connect with your brand on a deeper level, there are two powerful ways to engage them: offer a discount and invite them to join a mailing list.

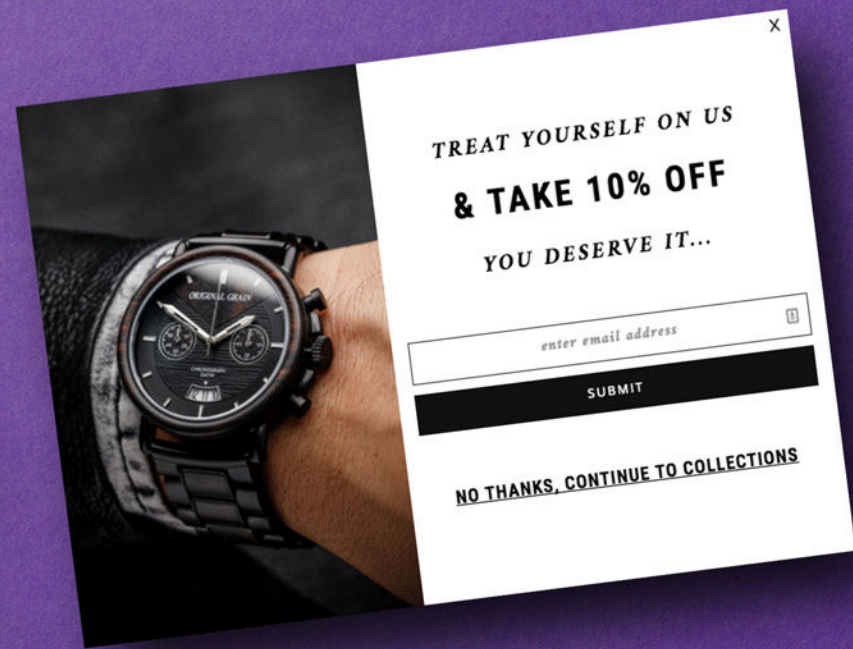
High-performing fashion ecommerce stores often combine these two tactics.

Offering a discount invites customers to take the plunge, while the mailing list enables customers to receive highly targeted emails in the future. Ecommerce stores can tailor emails to match customers' interests, based on their behavior on the website and their shopping patterns.

Be proactive!



OFFER A DISCOUNT
& INVITATION TO
JOIN YOUR MAILING LIST



Like many fashion and accessory ecommerce companies, Original Grain offers a discount code to visitors who sign up for their email list.

However, what sets them apart is that they show a code right after signup. This way, they keep customers on their website for an uninterrupted shopping experience.



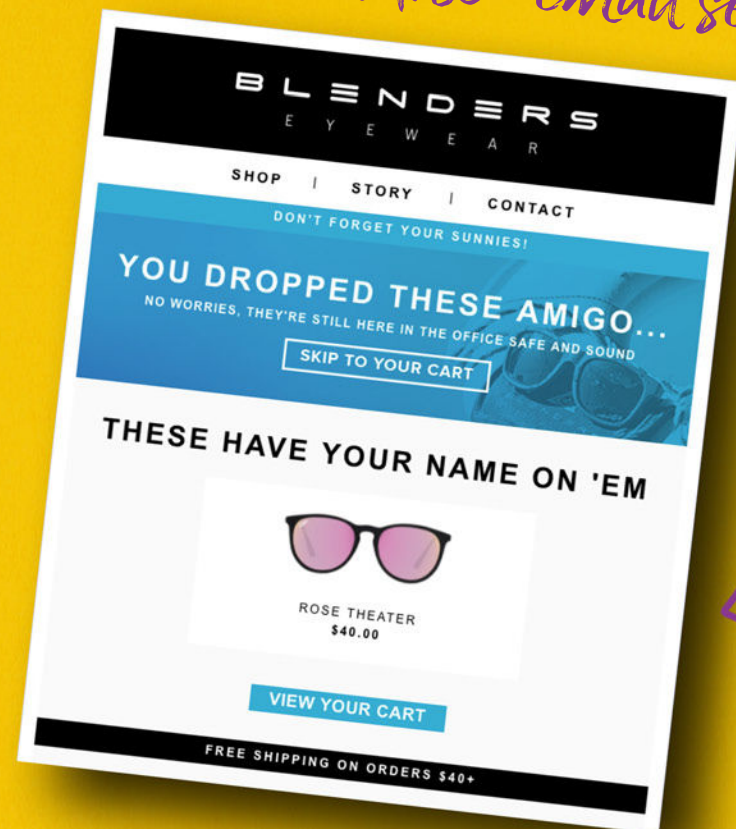
TURN CART ABANDONMENT INTO OPPORTUNITY

There can be any number of reasons why shoppers might add items to their cart but fail to complete a purchase.

When those customers have already entered their email addresses, cart abandonment becomes an opportunity to engage with the customer in a helpful way. Some retailers, like Blenders Eyewear, even go the extra mile and add humor and personality to their abandoned cart emails.



BLENDERS EYEWEAR SENDS OUT A LIGHTEARTED
ABANDONED CART EMAIL, THE FIRST OF A
three-email sequence





SOON AFTER PURCHASE

Follow up with
a thank you & a
review request

HARNESSING POST-PURCHASE EXCITEMENT

Once customers make a purchase, stores can integrate **social sharing** opportunities into the ordering process, with buttons on the confirmation page and other encouragement for customers to share the news on social media that they've made a purchase.

Companies can also leverage buyers' excitement by asking them to write reviews, attaching photos and even sharing "unpacking" videos. And they can utilize best practices to make those requests.





Customers receive a special thank-you email the day after they've received their first delivery from Wanderer Bracelets.

The subject heading ("It's time to add to your stack. Here's a \$5 credit") reinforces the idea of adding to your collection of bracelets with additional purchases.

DATA-BACKED STRATEGIES TO ENCOURAGE CUSTOMER REVIEWS

Data from over 3.5 million post-purchase emails was studied to determine **how to ask customers for reviews**. Turns out changing the subject lines of review requests impacts open rates and overall review conversion rates.

For fashion ecommerce stores, the most high-impact changes to review conversion rates include:

- ➔ **Advertising incentives like coupons**
8.7% increase
- ➔ **Phrasing the request as a question**
23% increase
- ➔ **Putting an exclamation point in the email subject line**
27% decrease

A SUBJECT LINE OF
**“WANT TO GET
20% OFF YOUR
NEXT PURCHASE?”**
WILL LIKELY CONVERT
BETTER THAN
**“HOPE YOU LIKE YOUR
NEW DRESS!”**



Invite FEEDBACK & INTERACTION



Designed for Her, Inspired by Him

SHOP ABOUT LOOKBOOK BLOG

Hi Rose,

It's been 14 days since your order was shipped from our studio. We're contacting you to make sure everything went as expected. Let us know if you are happy with your order, or if there were any hangups we can clear up, or if you just want to say hi.

If you have any suggestions, don't hesitate to reply to this email.

Thanks,

Sadie & Jeremy from Tradlands!

<http://tradlands.com>

PS. Quick question: Why did you buy from us? What made you purchase from Tradlands versus another women's clothing company? We love and appreciate your honest feedback.



The women's clothing company Tradlands sends a simple follow-up email two weeks post-purchase.

It invites feedback and interaction, strengthening the connection between the buyer and the company. Even though the email isn't explicitly about asking the customer to shop, the email inspires them to make purchases anyway.

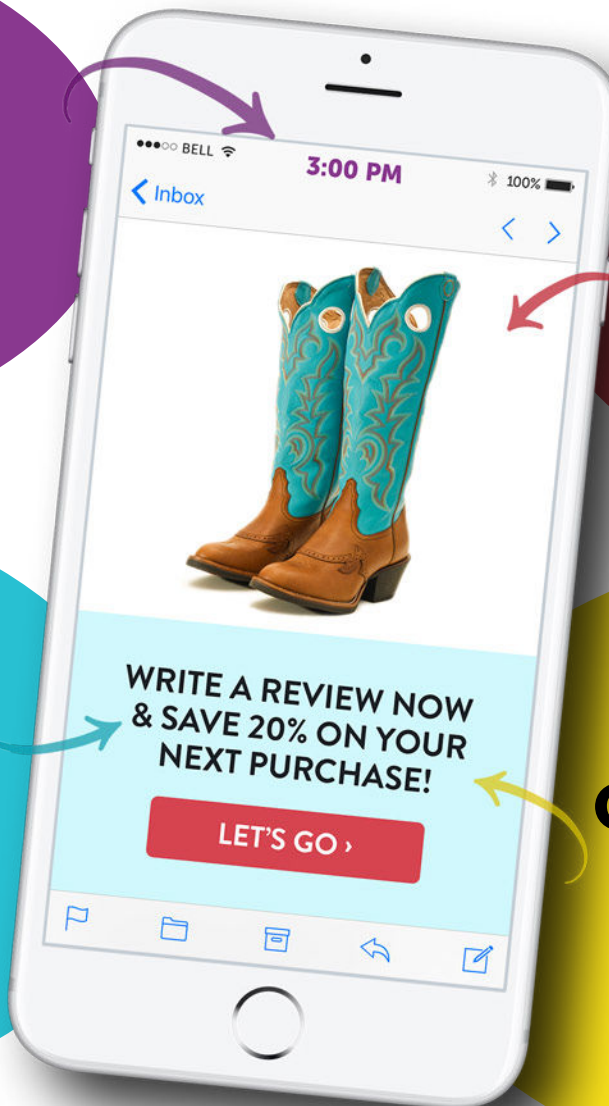
DATA-BASED TIPS FOR DRIVING MORE REVIEWS!

WEDNESDAY AT 3PM

is the best time to send email asking customers to write reviews.

18.5% MORE PEOPLE WRITE REVIEWS

across all industries on average when the email includes a coupon or other incentives in the subject line.



PRODUCTS OVER \$100

get almost 10% more reviews than products that are under \$30.

Yotpo found that when ecommerce stores combined review requests with discounts, **CONVERSION RATES WENT FROM 2%* TO A WHOPPING 26.83%.**

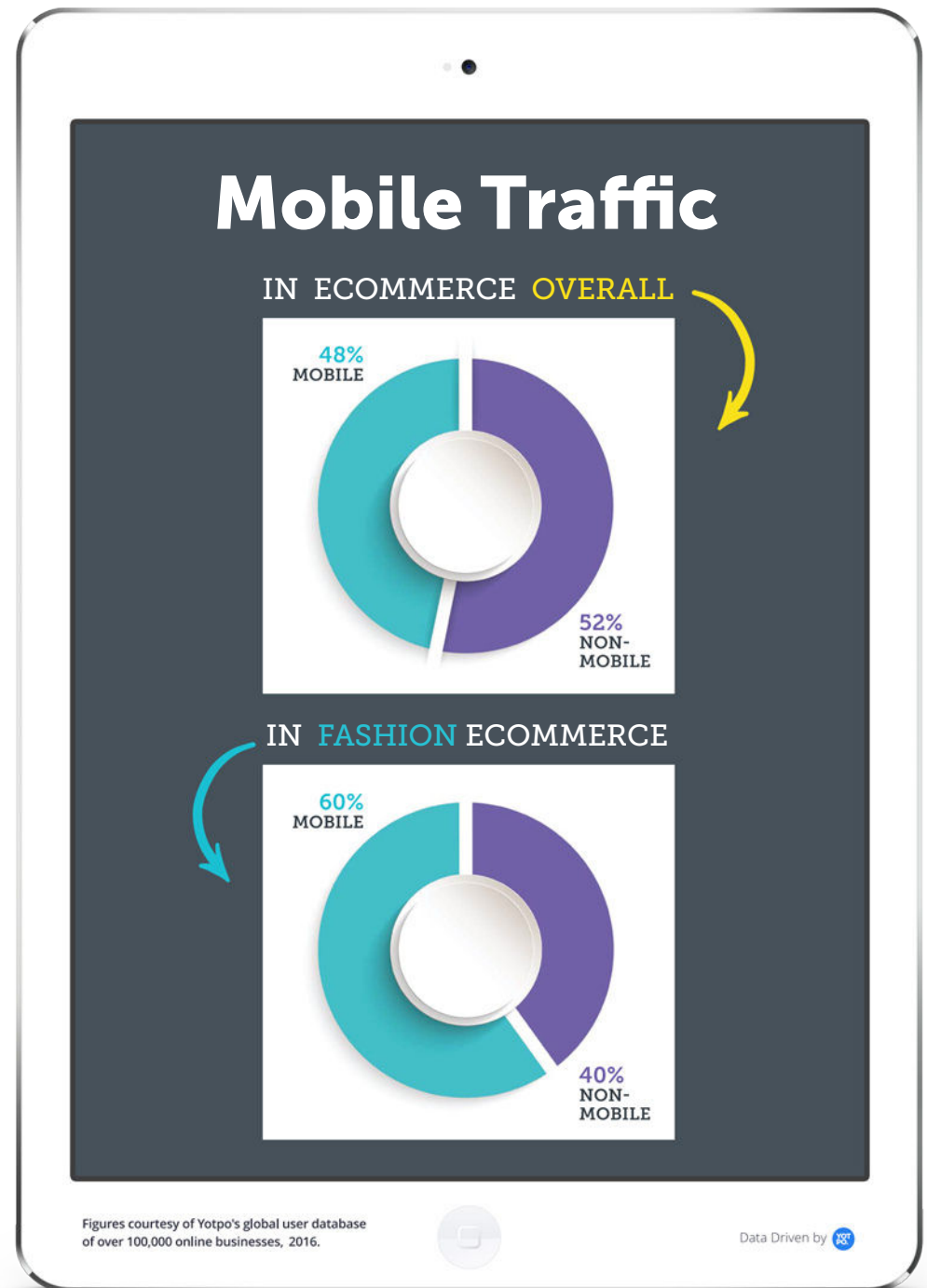
*THE INDUSTRY AVERAGE

IT'S NOT JUST HOW, IT'S WHERE: PHONES, TABLETS, & COMPUTERS

65% of people start their shopping journey **on a smartphone.**

Turns out being on a smartphone also increases the chances that shoppers will leave reviews. In fact, mobile users write **7% more reviews** than those sitting at their desktop computer.

But it doesn't end there. Tablets actually beat out smartphones: Customers are **20% more likely to write a review on a tablet** than on a desktop.





WEEKS, MONTHS, & YEARS AFTER A PURCHASE

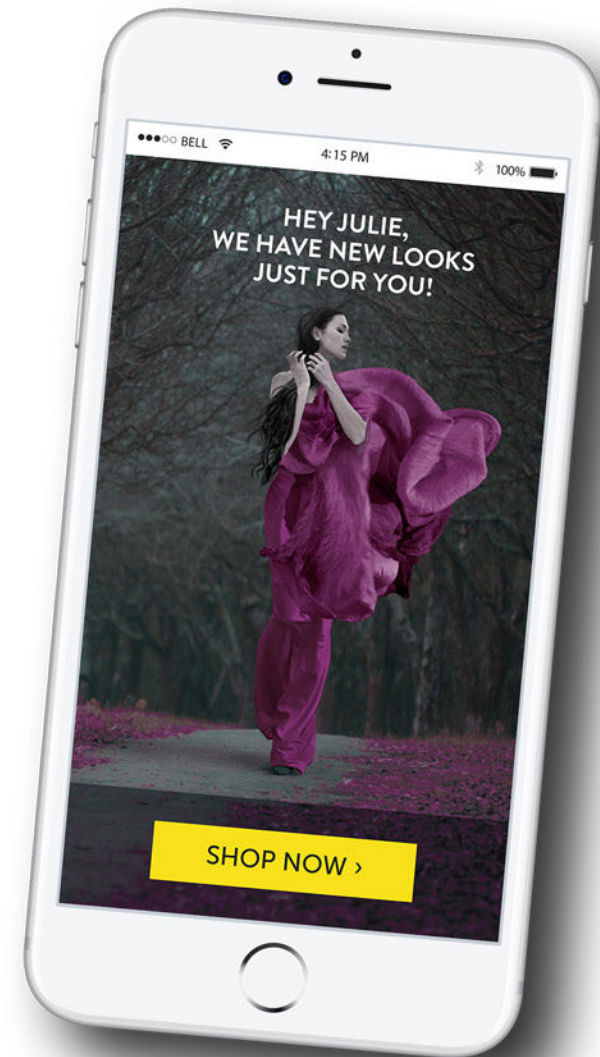
Keep the
conversation
& engagement
going

IDENTIFYING THE IDEAL AMOUNT OF OUTREACH TO CUSTOMERS

In the fashion and accessory industry, ecommerce businesses' ideal email frequency varies widely. Fundamentally, the goal is to find the optimal frequency that provides maximum engagement without overwhelming customers.

For an ecommerce store with daily flash sales, sending one or more emails a day might be the best choice. For another kind of store, a daily email would cause a wave of unsubscribes.

Strategic segmentation makes it simpler to find that optimal balance. That way people receive emails based on their interests and shopping behavior without feeling overwhelmed.



STRATEGIC SEGMENTATION
HELPS YOU FIND THE RIGHT
balance



HUGH & CRYE



Winter Sale

SHOP NOW

Hey Diana,

Just in time for the holidays, we're opening up our entire site for our annual Winter Sale. You can choose any combination of shirts, blazers, popovers, and accessories to save big - up to 30% - including [new arrivals](#).

Here's what you need to know:

- Save 20% on orders over \$100
- Save 25% on orders over \$175
- Save 30% on orders over \$250
- The discount will be automatically applied at checkout
- Free domestic shipping on all orders
- Ends Friday, Dec. 16 just before midnight ET

So go ahead and pick out some items that you've had your eyes on for a while, or finish off your holiday shopping with some H&C for friends and family.

[Shop our Winter Sale >](#)

FIRST EMAIL



After men's fashion retailer Hugh & Crye sent out their first winter sale email, they decided to give their mailing list a second chance to engage.

The second email — sent only to list members who didn't open the first email — generated an **additional 20% in revenue** from their winter sale.



HUGH & CRYE

Winter Sale

SHOP NOW

Hey Diana,

Just in time for the holidays, we've opened up our entire site for our annual Winter Sale - up to 30% off - including [blazers](#) and [new arrivals](#).

So go ahead and pick out a few items that you've had your eyes on for a while, or finish off your holiday shopping with some H&C for friends and family.

SECOND EMAIL

= 20%
Additional
Revenue

ENGAGING RETURNING CUSTOMERS

In addition to spreading the word through UGC, people who have made a purchase from an online store have the potential to make repeat purchases themselves. And these purchases are more likely to have a higher order value.

Engaging returning customers through targeted emails is an essential part of bringing them back to make additional purchases. While list-wide emails can yield results, **action-based email triggers and segmentation** enable more targeted messaging.

Beyond that, 27.5% of customers who click on **promoted products in post-purchase emails** will end up buying, which makes strategic cross-sell emails a valuable tool. But it's not always necessary to recommend a specific product — sometimes a sincere thank-you sparks another purchase as well.



YOTPO FOUND THAT, ON AVERAGE,
RETURN CUSTOMERS
SPEND 3X MORE
THAN ONE-TIME SHOPPERS

WHILE RETURN CUSTOMERS
ACCOUNT FOR JUST 14.77%
OF ALL SHOPPERS, THEY'RE
RESPONSIBLE FOR
33.3%
OF OVERALL SPEND



CONCLUSION

Ecommerce stores have an amazing opportunity to create powerful, lasting connections with their customers through user-generated content and targeted emails.

A fashion and accessory shopper's relationship with your brand may begin when they spot a product on Instagram, long before they visit your website or consider buying an item. And over time, this relationship has the potential to continue far beyond the first purchase.



Share this!



**YOT
PO.**

Find out how Yotpo can help you collect, leverage and amplify customer content with data-driven strategies, proven to increase sales and traffic.

GET STARTED FOR FREE >

CHECK US OUT!




KLAVIYO

Start sending targeted, personalized emails to your customers with Klaviyo.

GET STARTED FOR FREE >