

# Actable Achieves Personalized Email from Siloed Data

## Challenge

A household hardgoods manufacturer had established direct-to-consumer selling in key APAC markets. However, the data required to power lifecycle marketing communications was siloed between email, product purchases, and key recommendations. The client wanted to improve product recommendations for existing purchasers, and nurture product loyalty post-purchase.

## Solution

Actable audited numerous datasets including email, loyalty, transactions, and the client’s CMS. Actable determined a way to join customer data across the various systems to establish a proof-of-concept for how personalization data could be achieved using existing assets. Actable engineers extracted key data from client systems and assembled an integration to the client’s Iterable ESP in order to deliver customized content as part of a welcome and nurture series.

## Results

- 92% Open Rate, vs. 74.5% before optimizations, a **23.5% improvement**
- 3x higher click-through rate from the Actable-powered emails than the pre-existing welcome series
- 14X the local benchmark for CTR

