



SUCCESS STORY

1. ABOUT LENSKART

For 5 years, Lenskart.com has effectively served its customers country-wide with its reach extending to different cities including Delhi, Mumbai, Bangalore, Kolkata, Chennai & Ahmedabad. It has enriched its offerings through a desktop & mobile website; mobile app; through personalized, responsive promotional & triggered emails and SMS. Customer can order from a gamut of options ranging from eyeglasses to contact lenses to sunglasses for men and women. Lenskart.com provides a platform for people to spice up their life with the latest international runway trends at amazing prices. It is India's online shopping portal that gives great discounts and amazing offers on a daily basis.

Lenskart.com needed to shift its regular pushed emails strategy to more personalized & targeted emailing activity. The company recognized that they are not able to generate the traffic through simple promotional mailers; they aimed to increase its relevance and engagement with potential customers at any given time throughout their journeys.

2. SOLUTION BY OCTANE

Lenskart.com with Octane.in developed a strategy to connect with customers and build relationships through triggered mailers. Lenskart.com worked closely with the Octane's Services to revamp its lifecycle of triggered emails. Octane.in helped Lenskart.com to generate a Triggered Based Email Program which created high-value interaction with its audience, delivering the right content they needed exactly at the right time. Both Lenskart.com & Octane.in believed in serving the customers best at the time they need.

The new triggered based Email Program series helped Lenskart to get:

- 10X growth in email traffic in 6 months
- The per session value became 1.5X better than the push email program
- The traffic increased from 0% to 5%
- ROI became 2X of present ROI

10x

Growth in email traffic in 6 months



5%

Traffic increased 0% to 6%



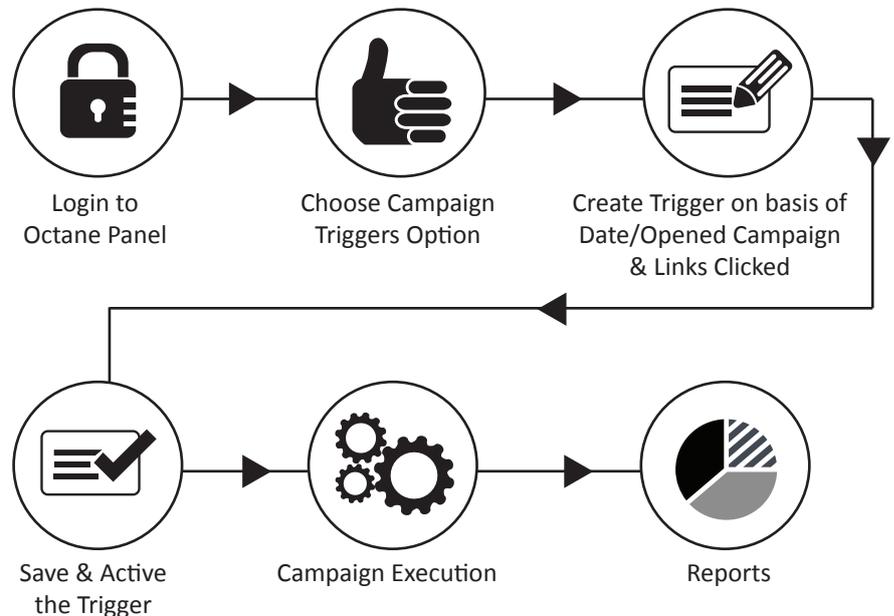
2x

Doubled ROI





OCTANE'S TRIGGERED EMAIL SOLUTION



“Octane helped and played a major role in doubling the ROI on our campaigns within 6 months. This was possible only because of systemic and triggered alerts program.”

Gaurav Khurana

Head Digital Marketing, Lenskart.com

ABOUT OCTANE

Octane is a marketing technology company that provides an indigenous, state-of-the-art email, SMS & web-marketing platform. It is India's first Do-It-Yourself (DIY) e-mail marketing solution for sending low-cost email campaigns. What we do, is help our clients engage better with their customers. We believe that with the right tools, any marketing campaign or project can get the desired results and be a success. We don't however, believe in customer alienation and therefore are strong believers of best practices like opt-in lists. Our services and technologies help companies interactively communicate with their audiences online, without ever needing to spam them.

To know more about us, visit our website at www.octane.in