


A man in a workshop setting, wearing a light-colored t-shirt and dark overalls, is focused on working with a tool on a piece of material. He is standing on a wooden floor, and a metal step ladder is visible to his right. In the foreground, there is a black tray containing some material and a small cup. The entire image is overlaid with a semi-transparent magenta rectangle that serves as a background for the text.

EMAIL MARKETING CASE STUDY

LIFTING THE LID ON A SUCCESSFUL EMAIL PROGRAMME

AkzoNobel



In 2017, Dulux Decorator Centre attended a Red C Email Marketing Masterclass. Impressed with what they saw, they invited Red C to audit their monthly email programme, which was underperforming.

Red C devised a new, harder-working template, incorporating clever navigation, stronger calls-to-action and eye-catching creative. Results improved instantly and we were appointed as their strategic and creative eCrm agency.

The uplift in results soon caught the eye of the teams at Dulux Trade and Dulux Retail too, and by 2018 Red C was creating a rich and varied inbox for their customers.

Through subject line testing, responsive design, smarter build and strategic nous, Red C has helped the email programmes of all these Akzonobel brands go from strength to strength.

Getting results in email doesn't happen by accident. Clicks and conversions comes from emails that inform and inspire. Here are our 6 rules for email marketing success.

6 RED C RULES FOR MAKING EMAIL WORK

What does success look like?

Define what you are looking to achieve with your emails – more sales, leads, bookings, downloads or just engagement?

Push the frequency as hard as you can

The more emails you send, the more opens you generate, the more clicks you get, the more conversions you make... and so on.

Create a rich and varied inbox

Always mail your readers a varied mix of emails – newsletter, offer-driven, sale, product-focus, hints & tips.

Be relevant and timely to the right audience

Not segmentation for segmentation's sake... simply ensuring you're clear on who you're trying to reach, and what will interest them.

Test everything

Every email you send is an opportunity to refine and improve on what you've sent before.

Create robust automated programmes

Welcome programmes, re-engagement programmes, abandoned basket emails... rarely fail to deliver and are so easy to set up.



DULUX
DECORATOR
CENTRE

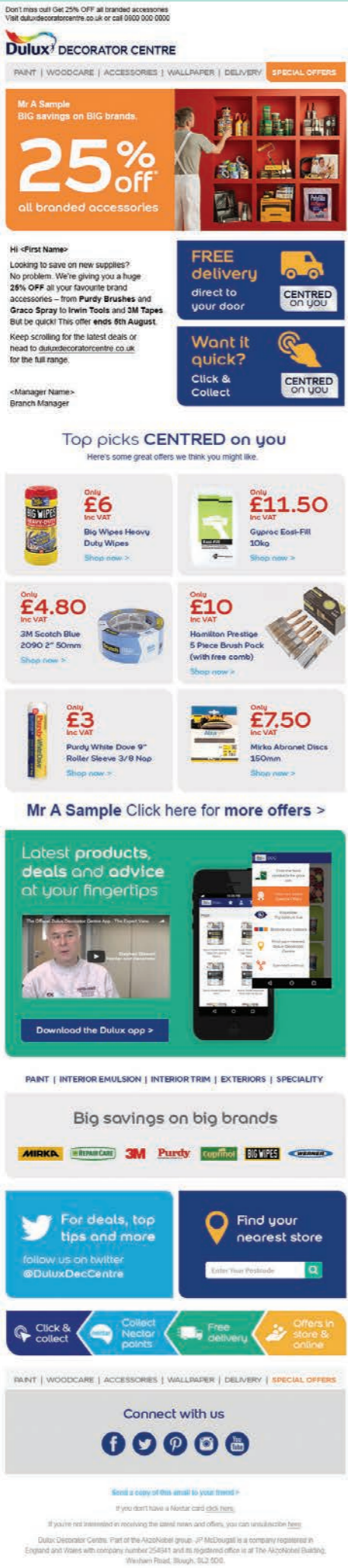
Dulux Decorator Centre felt their emails were underperforming. After reviewing their existing programme, we made a series of simple yet powerful tweaks. First, we increased the number of navigation touchpoints and made the email build more responsive. Second, we made the opening screen work much harder, offering the reader either more opportunities to click, or a stronger reason to read on.

Existing emails didn't give the reader enough reasons to act



NEW RED C
TEMPLATES
UPLIFTED BOTH
CLICKS AND
CONVERSIONS

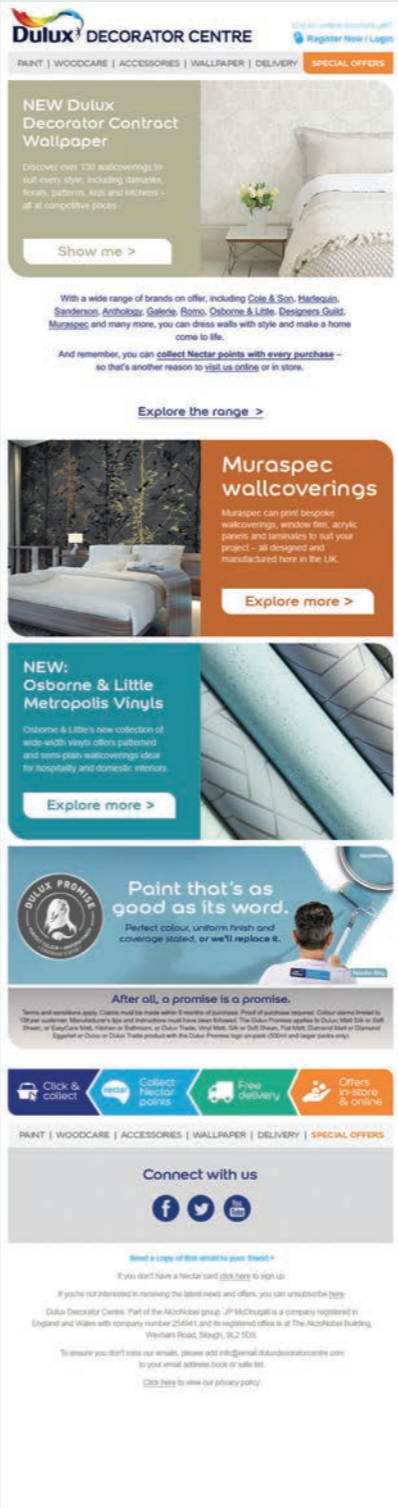
Dulux Decorator Centre



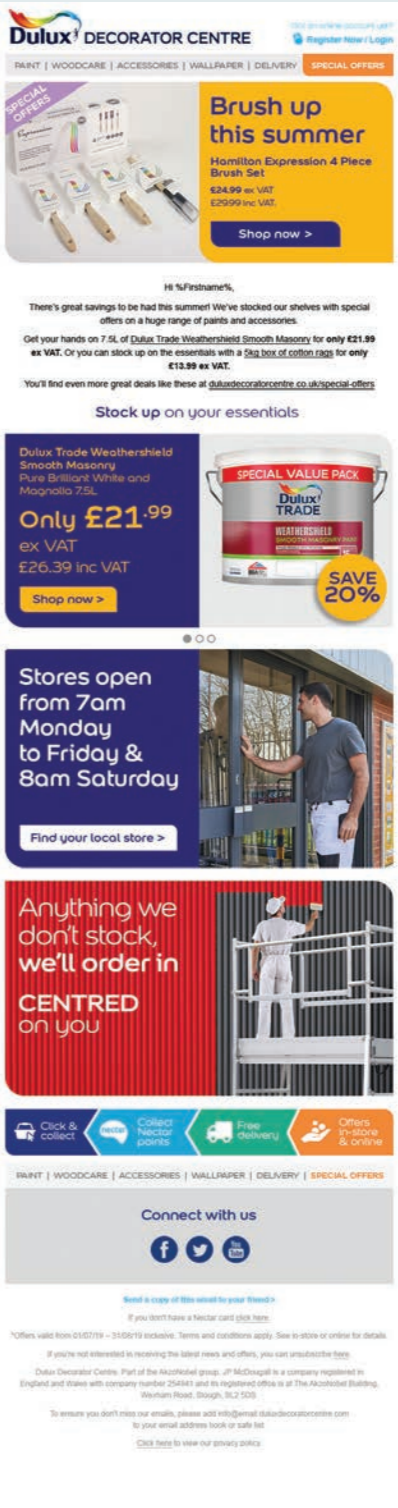
A NEW, RICH AND
VARIED INBOX

Red C's new programme included newsletters, product range and cash event emails – managing to increase frequency and uplift results at the same time.

Newsletter



Promotions



WHAT WE
TESTED...

- Image carousel
- GIFs on opening screen
- New colours
- Layout of products

Cash Event




DULUX RETAIL

The existing programme was highly templated – too much so, in fact. The rigid structure offered no flexibility to test and results were suffering. Red C’s solution was a new set of templates with stronger navigation, more inspirational imagery (including people for the first time), and better, more responsive buttons.

TURNING COMPELLING CONTENT INTO CLICKS

Let’s Colour is Dulux’s magazine for consumers. It’s full of inspirational tips and advice, on how to use colour in your home. Red C devised a suite of solus emails to focus on key pieces of content from the magazine – Dr Dulux, Colour Know How, Paint By Numbers and Big Life Moments.

Dr Dulux



COLOURSPRODUCTSINSPIRATIONADVICE

Dr Dulux.

Here to help you create a kitchen that caters to the whole family.

Do you feel that you struggle with space in your kitchen? Our customer recently asked Dr Dulux ‘We have three kids and are in need of a space that’s suitable for all of us – what would you recommend?’



Dr Dulux believes that your kitchen should be a space where the whole family can come together. With clever, creative remedies from Dr Dulux, you can make the most of your space – big or small. Find a balance between fun and function by following these quick steps to recovery... no appointment necessary


Make a quick recovery >

Download the Dulux Visualizer

To see how your dream colours work.

Download now >



ROLLER TESTERPRODUCTSINSPIRATIONVISUALIZER APP

Find more inspiration



Ready to pick up your paint brush? Just head to [dulux.co.uk](#) and let's colour!

If you're not interested in receiving news and offers every month, you can [unsubscribe here](#). AkzoNobel Imperial Chemical Industries Limited is a part of the AkzoNobel group.

AkzoNobel Imperial Chemical Industries Limited is a part of the AkzoNobel group. Legal entity: Imperial Chemical Industries Limited. Registered number: 218019. Registered office: The AkzoNobel Building, Wexham Road, Slough SL2 5DS. ©AkzoNobel 2018.

Newsletter



COLOURSPRODUCTSINSPIRATIONADVICE

let's colour

3 hrs



MICRO MAKEOVERS

Top drawer colours

Give a staple piece of furniture a playful update by choosing an uplifting colour for the exterior, and adding pops of bright colours to hidden spaces, like the inside of drawers.

Discover the colours >



SHARE PICTURES OF YOUR OWN PROJECTS USING #FEELGOODCOLOUR.



Tranquil Dawn™
Colour of the Year 2020



NEW HORIZONS

Give your home the 'human touch'

From its calming, caring properties to its delicate, fluid colour combination, we explore why Tranquil Dawn™ is Colour of the Year for 2020. Want to see what the fuss is all about? Order a roller tester today.

Find out more >




THE WEEKEND PROJECT


Top ideas for under your stairs

The space under your stairs has so much potential. So, why not put it to good use? With bold colours and geometric shapes, you can create an imaginative place for the kids to play. Follow the simple steps now.

Show me more >




WHY NOT WATCH OUR HOW-TO VIDEO AT [YOUTUBE.COM/DULUXUK](#)






Retail Promotion



COLOURSPRODUCTSINSPIRATIONADVICE




with **FREE** delivery on **ALL** products on [Dulux.co.uk](#)

Decorating your home should be fun for you and your family, that's why we make ordering our colours stress-free.

And right now, we're giving you **Free Delivery on all Dulux direct orders*** when you shop before 31st July.

That means no surprises at the checkout – just a basket full of colours ready to brighten your home this summer.


Shop now



The Dulux Promise

You can trust that inside every tin of Dulux is great quality paint. In fact, if your paint doesn't have the perfect colour, uniform finish or coverage stated – we'll replace it*. That's the Dulux Promise.

Tell me more



Easycare: washable & tough paint


This innovative paint has stain-repellent technology in every tin, so you can easily wipe away any spills or mess on your walls. The Dulux Easycare range comes in a range of colours for every home, too.

Shop the range

BRING YOUR COLOURS TO LIFE! DOWNLOAD THE DULUX VISUALIZER APP TODAY

ORDER YOUR ROLLER TESTER CHOOSE A COLOUR & TRY NEW SHADES

Find more inspiration



Ready to pick up your paint brush? Just head to [dulux.co.uk](#) and let's colour!

RESULTS


22.52% AVERAGE OPEN RATE

22.92% CLICK-TO-OPEN

Based on September 2018 - September 2019

THE WEEKEND PROJECT

It's tempting to use email solely to push discounts and sales messages. Yet, often what customers need to act is some inspiration. Red C devised the Weekend Project email to guide readers on how to use a specific colour, download the Dulux Visualizer app, order a roller tester and buy the paint. The email proved a huge hit, not just in terms of clicks but sales of paint and accessories, too.



COLOURSPRODUCTSINSPIRATIONADVICE


BEFORE

THE WEEKEND PROJECT

Create the biggest impact in your smallest room


UNDER THE STAIRS PLAYROOM

Why not transform an overlooked area of your home into a fun hideout?




Half term is fast approaching, which means your little ones will soon need a place to play, learn and get creative! Why not transform an overlooked area of your home into a fun hideout?


In our latest Weekend Project, we reveal how you can repurpose and revamp the space under your stairs. All it takes is bold colours, geometric shapes... and imagination!



Ready, set, play >

AFTER




ORDER YOUR ROLLER TESTER
CHOOSE A COLOUR & TRY NEW SHADES

Find more inspiration

Ready to pick up your paint brush? Just head to [dulux.co.uk](#) and let's colour!

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It's tempting to feel you need a completely different mindset when you're emailing a B2B audience. But in our experience, the principles of good email marketing apply no matter who you're talking to. When we started working on Dulux Trade emails, we made more or less the same recommendations as we did for the consumer brand. We improved the navigation, made the CTA buttons work much harder and created a rich and varied inbox – even testing content that seemed 'too consumer'.

The results were just as impressive.


28.80% AVERAGE
OPEN RATE

29.71%
CLICK-TO-OPEN

CONTRACTORS AND SPECIFIERS

As you might imagine, emails to this niche audience are sent less frequently. So, our approach focused on making the content look and feel more engaging.

Recipients of these emails are typically ambitious decorators looking to improve their skillset or maintain their already high standards. Our challenge was to uplift response by stressing the benefits of the various courses and services on offer.



Products Colours Advice Paint Life Find a store Services

IN THE KNOW

Experiment with colour

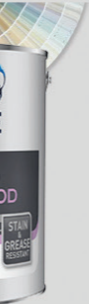
Find out more >

Hi there,

As experts in colour, we're here to bring you all the products and knowledge you need to find the right shade.

If you haven't tried the **Dulux Trade Diamond Satinwood** on your trims yet, this high performance, hardwearing paint now comes in thousands of colours.

Plus, learn more about **Colour of the Year 2020**, ready to delight your clients with the latest trends.





How to add colour to woodwork

Super tough, easy to apply and scuff resistant, Dulux Trade Satinwood is a firm favourite amongst decorators. Plus, it's now available in a range of colours, making it your first choice for treating your customer's trims.

View the range >

WHY NOT WATCH OUR HOW-TO VIDEO AT [YOUTUBE.COM/DULUXTRADEUK](https://www.youtube.com/duluxtradeuk)









Why choose Tranquil Dawn™

From its calming, caring properties to its delicate, fluid colour combination, we predict Tranquil Dawn™ will be a key colour trend for 2020. Learn more about our Colour of the Year and why you'll want to tell your customer all about it.

Find out more >

SELECT DECORATORS EXPERT HELP MY WORKSPACE ACADEMY

Stay updated

duluxtradepaintexpert.co.uk The home of painting and decorating excellence

If you're not interested in receiving news and offers every month, you can [unsubscribe here](#).

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We also introduced a subject-line testing matrix to discover what motivates customers open an email.

TEST	SUBJECT LINE	OPEN	OPEN %
Content - News	2019's Colour of the Year revealed	136	37%
Direct - Command	Get a first look at 2019's Colour of the Year	111	30%

TEST	SUBJECT LINE	OPEN	OPEN %
Direct - Benefit	NEW: Water-based paint offering great adhesion + smooth flow	200	30%
Intrigue - Question	Water-based paint with great flow!? Problem solved	169	36%

Contractors and Specifiers

RESULTS - **16.76%** OPEN RATE
53.67% CLICK-TO-OPEN

Dulux Academy

RESULTS - **21.91%** AVERAGE
OPEN RATE
26.93% AVERAGE CLICK-TO-OPEN

Based on November 2018 - September 2019

A STORY OF ONGOING IMPROVEMENT



Email is a flexible channel that yields a wealth of measurable data. Testing is simple and very fast to implement. And like all digital media, email is always evolving. At Red C, we constantly test, analyse and evolve our emails, so that our clients can achieve better results.



AkzoNobel Academy

open rates on average 21.94%
(based on Sep 2018 – Aug 2019)



AkzoNobel Academy

CTO average since new templates increased by 4%
(based on Sep 2018 – April 2019 and July 2018 – Aug 2019)



AkzoNobel Select Decorators

new email programme. CTO average 62.01% and open rate average 34.06% (based on July 2019)



AkzoNobel Contractors and Specifiers

new email programme. Open rate average 24% and CTO 23.56% (based on specifiers Sep 2018 – June 2019)



DDC Promos

CTO increased from 5.67% CTO to 14.31% CTO which is an incremental increase 152%
(based on July 2018 – August 2019)



DDC Cash Event

CTO increased from 7.76% to 14.54% which is an incremental increase 87%
(based on June 2018 – June 2019)



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