

Case Study

Dreweatts Auctions

Company
DREWEATTS

Industry
Fine Art | Decorative Art

Location
London, United Kingdom

Personalization channel
Email Marketing

Main Goal

Personalize the customer experience by recommending items based on each customers' unique preferences and individual collecting patterns.

Customer

Dreweatts is one of the leading and oldest auction houses in the UK, with over 200 years of experience. Specializing in everything from Fine and Decorative Art to Jewellery and Wine, to Manuscripts and Miniatures.

Challenge

With a large customer database and over forty sales annually, keeping their marketing personal and thoughtful was more of a challenge. Understanding the importance of having the ability to tailor to each one of their customers' individual needs, Dreweatts embraced Artbrain's Artificial Intelligence technology that enabled them to create a truly personalized experience for their customers.

Solution

Artbrain's Artificial Intelligence technology was able to understand each clients' distinct collecting patterns by analyzing historical data and then create recommendations of specific items for each client. This allowed Dreweatts to connect with their clients on the most personal level, which resulted in an increase in client activity and bids on items recommended by Artbrain.

Results

Within first 60 days of using Artbrain

- ▶ £202,110 worth of bids were placed on items recommended by Artbrain's campaigns.
 - ▶ 86 bids were placed on items recommended by Artbrain's campaigns.
 - ▶ £103,190 in purchases of items from Artbrain's campaigns.
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Through Artbrain's campaigns I have understood just how effective a simple personalized email can be. In order to get the attention of our customers, who are receiving dozens of emails a day from other auction houses, we need to stand out and grab their attention, Artbrain has proven that the most effective way to do this is through personalization.

Jonathan Pratt, Managing Director, Dreweatts