

RR AUCTION

- ARTBRAIN CASE STUDY -

“ ARTBRAIN DELIVERED WHAT THEY PROMISED. WE KNEW THAT IT IS NECESSARY TO FOCUS ON CUSTOMER’S LOYALTY AT LEAST AS MUCH AS ON CUSTOMERS ACQUISITION. USING ARTBRAIN, WE SAW MANY FAMILIAR CUSTOMERS THAT HADN’T BEEN ACTIVE FOR QUITE A LONG TIME, RE-ENGAGING AND PLACING BIDS”.

BOBBY LIVINGSTON, EXECUTIVE VICE PRESIDENT, RR AUCTIONS

CUSTOMER

With over 460,000 items sold over the past 42 years, RR Auctions has become an industry leader in Rare and Remarkable collectibles. Over that same time period, they accumulated a large customer base, including information about their customer's bidding history.

Unfortunately, 80% of those customers became inactive and hadn't placed a bid for years. RR knows the importance of customer loyalty and therefore, understands the potential of focusing on re-engaging inactive customers.

However, re-engaging inactive customers is a difficult task to accomplish. Those inactive customers were inactive for a reason. The variety of items offered in today's collectibles market, has led to an upturn in customer's expectations, followed by an escalation in the competition on customer attention.

CHALLENGE

With so many items up for sale, RR sought to find the most relevant items for each of their inactive customers, in order to make sure that they would click on the email and re-activate their profiles.

COMPANY

RR Auction, LLC

LOCATION

Boston, MA, United States

INDUSTRY

Autographs | Memorabilia

PERSONALIZATION CHANNEL

Email Marketing

CHALLENGE

Re-engage with inactive customers

RESULTS

- 356 reactivated customers within three months of using Artbrain's service.
- \$1.6M bids placed by reactivated customers within the first three months.
- 41% average email open rate.
- 10% click rate by inactive customers.

However, fine art and antique collectors are known for their sophisticated and highly unique taste. It was impossible to define the taste of each collector individually and assure they receive personal recommendations before each upcoming auction.

RR understood that this process had to be automated. They searched for a tool that could analyse all the information accumulated on their customers, and based on those analysis, define customers interests, provide those customers with personal recommendations and get those customers to re-engage.

SOLUTION

RR harnesses Artbrain's technology to analyze their customers database and provides each customer with personal recommendations offering relevant items, according to each customer's preferences.

Instead of sending the same generic email to thousands of customers, they are now sending thousands of different emails, personally tailored to each customer.

RESULTS

The results were highly impressive.

Within only three months, **356 inactive customers** who hadn't placed a bid for years re-engaged after opening RR's personalized emails and **placed bids by the total amount of \$1,559,116**

In addition, the personalized email campaign sent to the inactive customers performed markedly better as detailed below:

Inactive period	Open Rate	Click Rate
1-4 years	43%	14%
4 years and up	35%	9%

“ WE GOT GREAT RESPONSES FROM OUR CUSTOMERS AND WE SAW MANY INACTIVE CUSTOMERS RE-ENGAGING. ARTBRAIN HAS GIVEN US THE ABILITY TO UNDERSTAND OUR CUSTOMERS PREFERENCES AND DELIVER THEM A TRULY PERSONALIZED EXPERIENCE”

BOBBY LIVINGSTON,
EXECUTIVE VICE PRESIDENT, RR AUCTIONS

ABOUT ARTBRAIN

Artbrain is the world's only platform for auction houses and art galleries to grow their business and create better customer relationships. Artbrain's unique technology analyses customers' purchases history, to discover the most relevant matches between customer base and available lots. Artbrain's platform defines customers' preferences profiles and identifies the customers most likely to engage. Based on the discovered matches, Artbrain delivers personal recommendations to each customer using varied communication channels, including emails, social media, phone calls, and printed assets.

Learn more at: www.artbrain.co