

CASE STUDY

# Shave. Retain. Repeat.

How 800razors.com increased  
repeat buyers 80% through  
lifecycle marketing



WINDSOR CIRCLE

# About 800razors.com



800razors.com is a young eCommerce business that disrupted the razor industry by accident. The idea began when the co-founders were on a business trip and the airline lost their luggage. They went to a nearby drugstore for replacement razors, and were shocked by the high price of razor cartridges, so they decided to do something about it. They created 800razors.com to provide high-quality razors and shaving accessories at a reasonable price. To achieve the best pricing, they decided to bypass brick-and-mortar stores by selling their products online and delivering orders to their customers' doors for free.

Currently, the online men's personal care industry is estimated at \$200 million a year, but that only represents a small portion of the total national spend on men's personal grooming items. Currently, 87% of razors are still being purchased at retail stores.<sup>1</sup>

Although men's personal grooming is a relatively young industry online, it is growing. In fact, there are 290 million people in the US who are of shaving age and that number is only increasing.

This presents 800razors.com with a great opportunity to connect with customers online through data-driven marketing. With Windsor Circle, they deliver personalized and relevant messages to purchasers at each stage of the customer lifecycle.

## WINDSOR CIRCLE'S 9 PILLARS *of* RETENTION AUTOMATION

1. Know Your Customers
2. Get Connected: Permission to Retain
3. Thank Your Customers
4. Amaze Your Best Customers
5. Help Your Customers Enjoy More
6. Save Your Churning Customers
7. Create Evangelists
8. Listen to Your Customers
9. Acquire Retainable Customers

[www.windsorcircle.com/9pillars](http://www.windsorcircle.com/9pillars)

This case study details 800razors.com's lifecycle marketing strategy, specifically their first purchase, second purchase, auto-ship, and best customer messages, which is responsible for increased customer engagement, retention, and revenue.

Since employing a lifecycle marketing approach, 800razors.com has **increased repeat buyers by 83%.**

“Windsor Circle has delivered. You see it in the numbers. I do believe it's the single best thing we do on a daily basis. Our retention program between WhatCounts and Windsor Circle is fantastic. It delivers for us. It is very easy to use. We don't want to be tied down building emails all day. It's truly the best money we spend.”

- Phil Masiello, Co-founder & CEO, 800razors.com



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<sup>1</sup> <https://www.atkearney.com/documents/10192/5357723/Beauty+and+the+E-Commerce+Beast+-+2014+Edition.pdf>



# Thank Your Customers

## First Purchase

800razors.com gives customers a warm welcome after their first purchase. Five days after their order is made, they receive this message thanking them for their purchase. The email is sent after the estimated shipping time so that they have already received, and are hopefully using, their items. This email shows that 800razors.com is appreciative of the customer's order, and offers a discount as an incentive to motivate the second purchase. The message also includes personalization (first name and purchased item) to make the email as relevant and targeted as possible.

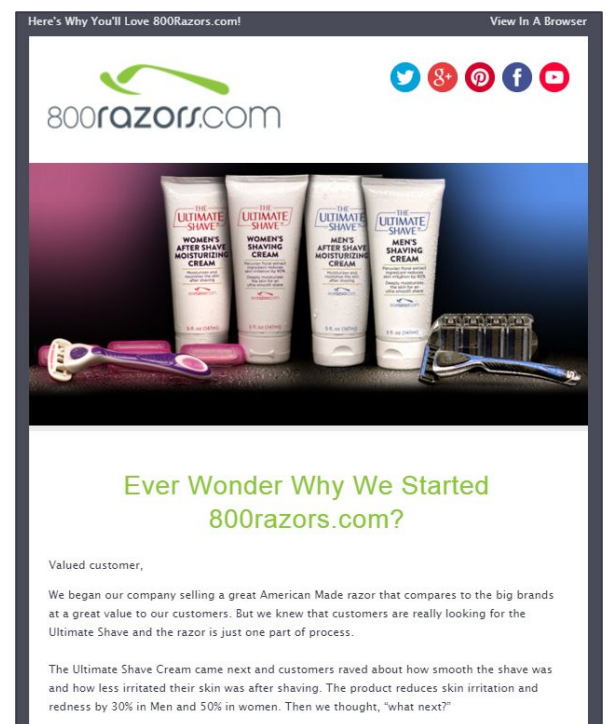
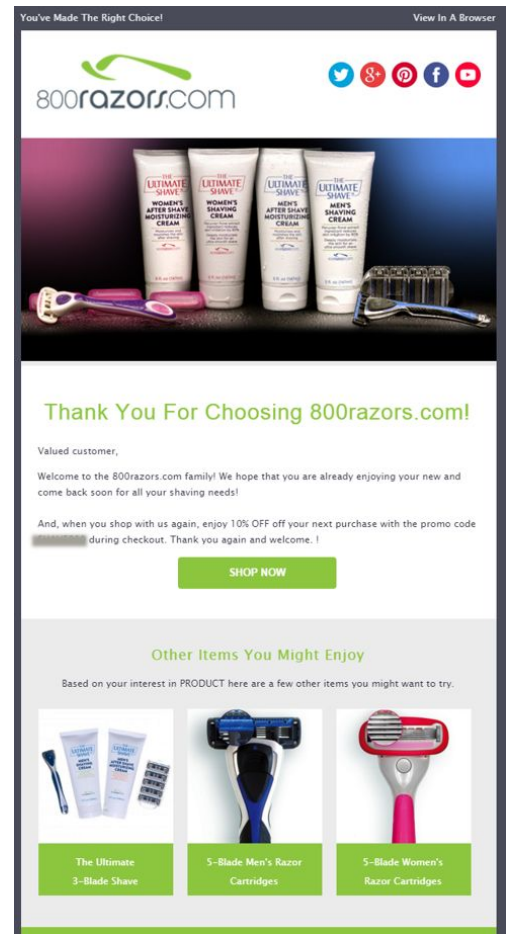
Overall, the first purchase email series has an **average 37% open rate** and **5% click rate**.

## Second Purchase

We define a retained customer as someone who has purchased from your business three or more times. These customers are more valuable to you in the long run because they likely have higher Average Order Values (AOV) and a larger Customer Lifetime Value (CLV) over the course of your relationship with them. Because of this, it is critical to convert as many of your one- or two-time purchasers as possible to retained customers.

One way that 800razors.com does this is through a three-part second purchase series that is triggered after a customer makes their second order. The purpose is to foster the relationship with the customer, so 800razors.com uses this message to let the customer get to know them better. This series gives the purchaser valuable information about the company's history and background, as well as its core values.

Overall, the second purchase series has an average **34% open rate** and **3% click rate**.



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# Listen To Your Customers

## Net Promoter Score

Great retention marketing requires an ongoing relationship with your customers. Retailers must constantly listen to the people they are marketing to, using triggered surveys, market research, data analysis, and more. This information provides valuable insights into customer behavior that can be used to guide business decisions ranging from marketing to inventory or customer service.

In addition to the standard three-part post purchase series, 800razors.com includes another message as a way to gain feedback from their customers. They automate a net promoter score email 20 days after the first purchase to find out what their customers think about their buying experience. The email asks customers how likely they are to recommend the brand and its products, which serves as an indicator of health for the business.

This survey email is part of Pillar 8 of the 9 Pillars of Retention, Listen to Your Customers. By asking for feedback, 800razors.com shows that it cares about its customers and values their opinions. This helps strengthen this relationship, which is an important factor to retention marketing.

Co-founder & CEO Phil Masiello explains, "For us, it's an indicator of how well we're doing with the customers. Because if they're not willing to recommend us to their friends or family, then we've got some work to do. But if they are, we want to keep tabs on that, and make sure that's growing."

This message sees high engagement, with a **37% open rate and 5% click rate.**

You've Made The Right Choice!

800razors.com

Do you love our razors? **We want to hear from you!**

How likely is that you would recommend us to a friend or colleague? Please rank on a scale of 1-10 where 10 is "extremely likely" and 1 is "not likely at all".

1 2 3 4 5 6 7 8 9 10

Rank!

Form not displaying correctly? [View in a browser window](#)

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### Shop These Popular Items

The Ultimate 5-Blade Shave

Shop Now

The Ultimate 5-Blade Razor

Shop Now

The Ultimate Shave for Women

Shop Now

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**BURN-FREE**

An Incredible Shave at an Incredible Price. Guaranteed.

We stand behind our razors with our signature Burn-Free Guarantee: If you feel burned (for any reason) we will give you a full refund. [Learn More »](#)



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# Amaze Your Best Customers

## Best Customer

Your best customers are the small group that are most valuable to you over time based on frequent purchases with large order values. Once your best customers reach this point, you should reward them.

800razors.com thanks these customers by explicitly telling them how much they value their loyalty. They also offer a discount to lead the customer to their next purchase. 800razors.com is getting a great response from this message, with an average **55% open rate** and **5% click rate**.


There are many ways to reward your best customers, such as discounts, VIP experiences, and exclusive events. 800razors.com has a special way of thanking their best customers when they launch a new product.

According to Phil Masiello, "Whenever we launch a product, we take our top 100 or 500 customers and send them the product free. We tell them, 'Thanks for being a great customer. I want you to be the first to try this.' And that's always going to lead to a sale long term or lead to them telling their friends and family about us."

You're One Our Favorite Customers! View In A Browser

800razors.com

Twitter Google+ Pinterest Facebook YouTube



**Thank You For Your Loyalty!**

Valued customer,

We at 800Razors.com couldn't do what we do best without our great customers. And, when it comes to great customers, **YOU** are one of our best! From all of us here at 800Razors.com, "Thank you!"


And, when you shop with us again, enjoy **10% OFF** off your next project with the promo code [REDACTED] during checkout.

[SHOP NOW](#)

The Ultimate 5-Blade Shave

**Other Items You Might Enjoy**

Based on your interest in PRODUCT here are a few other items you might want to try.



The Ultimate 3-Blade Shave

5-Blade Men's Razor Cartridges

5-Blade Women's Razor Cartridges




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# Help Your Customers Buy More

Add These Products to Your Order View In A Browser

800razors.com



**We Think You Will Love These!**

Valued customer,


Your automatic order is about to ship. But before it does, would you like to add any of these items to your cart? You can just log into your account and add these to your order or you can call us at 800-RAZORS-5 (800-729-6775) or email us at [orders@800razors.com](mailto:orders@800razors.com) and we will do it for you.

Happy Shaving!


[SHOP NOW](#)

**Other Items You Might Enjoy**


Based on your interest in PRODUCT here are a few other items you might want to try.



The Ultimate 3-Blade Shave



5-Blade Men's Razor Cartridges








5-Blade Women's Razor Cartridges

**BURN-FREE**

An Incredible Shave at an Incredible Price. Guaranteed.

We stand behind our razors with our signature Burn-Free Guarantee: If you feel burned (for any reason) we will give you a full refund. [Learn More >](#)

Can we be of assistance?  
Call us at: 800-RAZORS-5

Connect With Us:     

Having trouble viewing this e-mail? [View it online.](#)

You're receiving this email because you have expressed interest in 800RAZORS.COM.

[Edit your subscription](#) | [Unsubscribe instantly](#)

## Auto-Ship Upsell

Since razors are a consumable product, 800razors.com has an opportunity to use replenishment messages to encourage subsequent purchases and build loyalty. For instance, this email is sent to customers who have signed up for their orders to be auto-shipped. Opting into automatic orders is a good sign that customers are retained and will not go elsewhere for these products. At this point in the relationship, your customers trust you and may be more receptive to upsell opportunities, since you know the types of items they like.

This email is sent a few days before the shipping date to remind customers that their order is coming, but also to provide suggestions of other items they may be interested in. It includes dynamic product recommendations related to the original product that is being shipped. The message also highlights the ease of amending the order to include the new items, while reiterating the value and quality of the products that 800razors.com offers.

Once a customer is retained, you still need to keep up consistent contact with them to maintain the relationship. This email is a great example of how 800razors.com employs a lifecycle marketing approach to give customers what they want at each step of their journey with the brand.

This message has high engagement rates, a **51% open rate** and a **6% click rate**, which shows that it is resonating with customers.



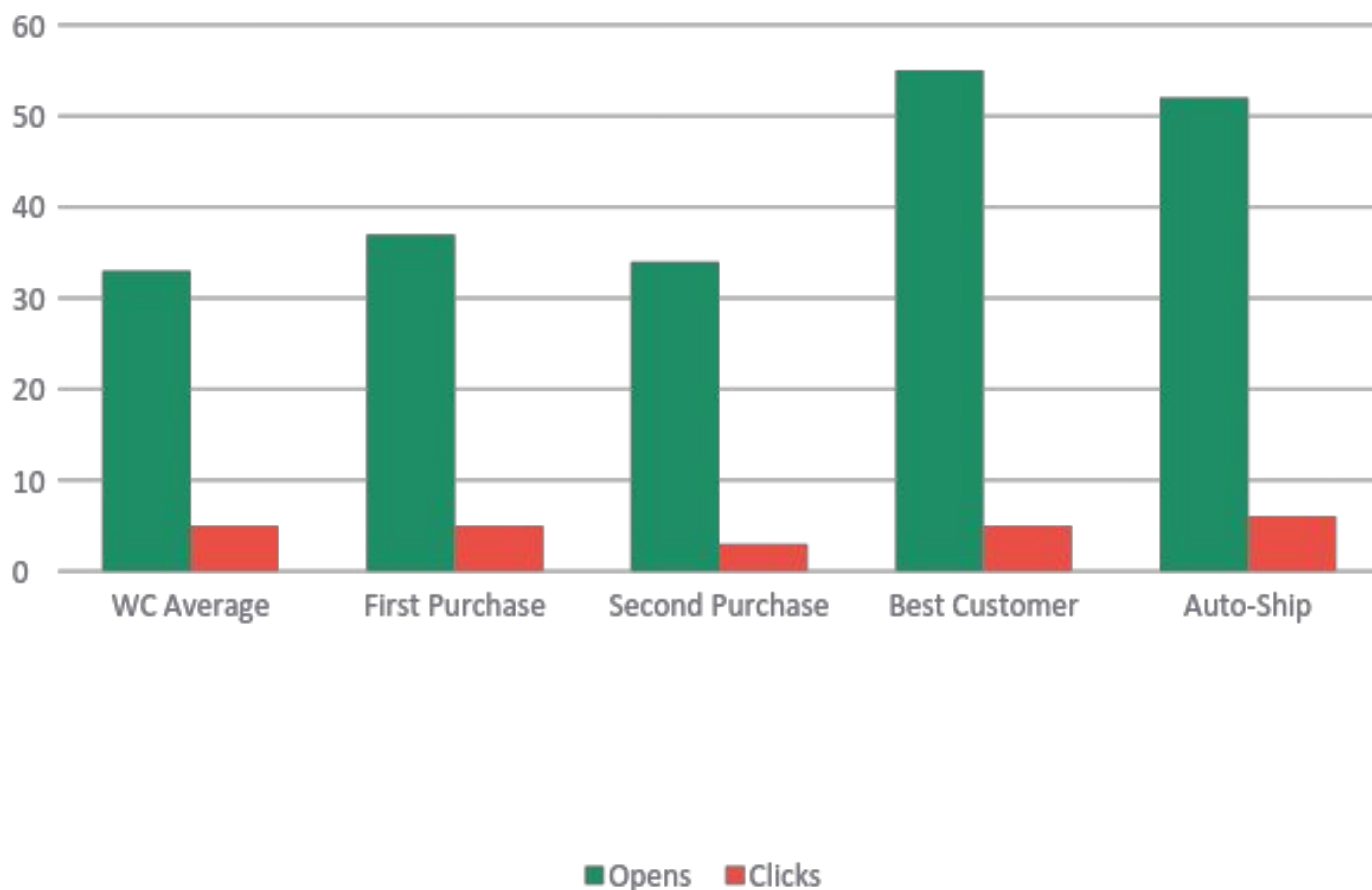
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# Data Drives Results

With automated lifecycle marketing campaigns, 800razors.com has seen an **average 33% open rate and 5% click rate**. They have also **increased repeat buyers 83%** through data-driven marketing.


**33%** Open Rate

**5%** Click Rate



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# Keep your customers coming back for **more.**

If you're not engaging consumers at every stage of their lifecycle in a relevant, personalized way, then you're losing valuable revenue from customers you already have! That's where we can help.

Windsor Circle grows your overall customer value through predictive lifecycle and retention marketing. Simply put, we help you know, grow, and keep your customers.

Our integration connects your eCommerce platform to your ESP, within 5 business days, to help you:



- Maximize customer value, retention and loyalty with automated email campaigns
- Automate product replenishment programs based on individual consumption patterns
- Combat browse abandonment with behavioral marketing campaigns
- Regain lost revenue by capturing cart abandoners
- Build advanced customer segments
- Analyze customer, product and order data
- Generate revenue within 30 days

Windsor Circle is a team of data scientists and digital marketers with deep eCommerce expertise, hundreds of global clients, and scores of public success stories.

To try Windsor Circle for free for 60 days, visit [WindsorCircle.com/60DayTrial](https://WindsorCircle.com/60DayTrial).

\*Average results 12 months after start date.

