

REGISTRIA CASE STUDY:



BRANDS INCLUDE:



INTRODUCTION

Groupe SEB is a large French consortium that produces and markets small appliance and housewares brands distributed globally.

CHALLENGE

Improve registration rates to target product owners with personalized ownership experiences that also drive newfound revenue in direct-to-owner channels.

SOLUTION

Registria manages a multi-channel registration solution, including mobile registration through Photoregister™, and executes targeted engagement programs.

RESULTS

DOUBLE DIGIT GROWTH

In registration rates across premier brands like All-Clad

\$1M

In new, online factory outlet sales during bi-annual promotion periods

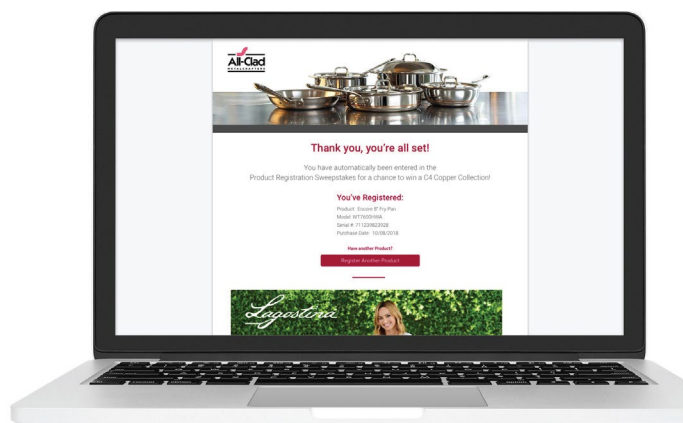
8000%

ROI from all campaigns to registered buyers

"Our Direct-to-Owner (DTO) initiatives account for over 65% of our DTC business. They're delivering 5X return over other marketing initiatives."

Tom Guenther

Digital Marketing Manager



All-Clad confirmation page and aftermarket email campaign.

