



2021 bills

2021 invoices

# Planning, Productivity, and Promotions

## Erin Condren drives customer engagement with Store Cash offers.

Since 2005, Erin Condren has been helping people achieve their goals and lead more joyful, meaningful lives through organization & productivity. This fun, functional lifestyle brand inspires people worldwide through their custom planners, notebooks, and organizing essentials. With more than 2.5M of their flagship planners sold and over 1.4M engaged followers on social media, Erin Condren knows that purposeful planning and organization is often a way of life for their passionate community.

### OBJECTIVE

In 2020, the Erin Condren brand and product suite became more relevant than ever before. Hoping to spread their positive message further and ignite productivity, Erin Condren thoughtfully adjusted their messaging to remain agile. As the company pivoted in response to the market, one of their primary goals was to drive new customer acquisition and reduce cart abandonment.

Erin Condren partnered with PayPal to launch a series of three Store Cash pilot programs. With Store Cash activated, an automatic email was sent to relevant PayPal shoppers who had recently abandoned their Erin Condren cart. These emails offered shoppers a limited time discount if they returned to the site to complete their purchase.

### SOLUTION

**“What’s powerful for us is just being able to leverage the massive PayPal platform and remind people about our brand, giving them a reason to come back in a way we weren’t able to do before,”** said Suzanne Brutocao, SVP Marketing at Erin Condren.

Once re-engaged via Store Cash, shoppers who use the offers to complete purchases become known to Erin Condren, who can then target them for future offers and marketing.

“While our focus is new customer acquisition, the result isn’t simply a discount customer,” said Brutocao. “We can capture and engage a new customer very quickly with Store Cash. So, even though we are giving someone an incentive and a reason to shop, they’re still coming back and spending a good amount at checkout.”

### OUTCOME

**\$825k**

GROSS SALES  
GENERATED

**3.26%**

REDEMPTION  
RATE

**8.1x**

RETURN ON  
INVESTMENT

Each Store Cash pilot program produced a better understanding of how to precisely reengage these potential new Erin Condren customers, thereby strengthening the tagging capabilities and refining the overall output. As a result, Erin Condren opted to incorporate the capability into their long-term strategy for 2021. “The flexibility to change and refine the offer over time is really appealing because it ensures **Store Cash is always an enhancement instead of a conflict,**” Brutocao added.

### Did you know?

On average, an astounding 97% of online shoppers drop without buying<sup>1</sup>

“One of the things that we love about using PayPal Store Cash is that **the customers are high life time value,** and they are excited about our brand and our products.

– Suzanne Brutocao  
Senior Vice President Marketing  
Erin Condren Design  
[www.erincondren.com](http://www.erincondren.com)

MONDAY 9/12 TUESDAY 9/13 WEDNESDAY 9/14

Phone bill due

Meeting w/  
Becky @1

Note: Data based on the business' own internal data from August-September 2020; Results may not be typical and may vary substantially by business.

1. Worldwide; Monetate; Conversion rate of online shoppers worldwide as of 1st quarter 2019, Q1 2018 to Q1 2019 via Statista; Approved for use in USA. MRF-34563.