

Fresh Relevance Launches Ground-breaking Price Drop Email Functionality

*Shoppers Can Now be Automatically Notified when the
Price of Previously Browsed Products Have Dropped*

[Fresh Relevance](#), the marketing hub for online retailers, today announced the launch of its Price Drop Emails functionality that enables messages to be automatically sent to shoppers, informing them when the price of products they have browsed have been lowered.

Fresh Relevance not only identifies the shoppers who have browsed price drop products, but also allows details (including images) of these products to be automatically inserted into the email, so that it is relevant for each individual shopper. The value of the reduction can be displayed as a price or percentage. What is more, as the emails are sent via the organisations own ESP, it gives the marketer full control over creative element of the message.

CEO of Fresh Relevance, Mike Austin, comments: “Our new Price Drop Emails are ideal for promoting sale items, or clearing excess stock that is being sold at a lower price. They are also ideal for generating more proactive customer engagement.”

Price Drop Emails are even more powerful when used in conjunction with data capture. Fresh Relevance can identify all shoppers who have browsed products that have fallen in price. Furthermore, data capture pop-ups, or targeted data capture banners can be used to allows shoppers to request price drop emails. These can be targeted to specific product pages or to specific customer types.

Price Drop Emails functionality is included as part of the Fresh Relevance Segment Builder tool set and is available now.

About Fresh Relevance

Fresh Relevance is the marketing hub for online retailers. We increase sales with personalised customer experiences and real-time marketing tactics across email, mobile and web. Our marketing hub unifies siloed systems without the need for an integration project. We deliver full control of real-time marketing tactics such as triggered emails and cross-channel personalisation. Organisations using Fresh Relevance include: Cottages4U, Emma Bridgewater, illy, Moss Bros, Thorntons, White Stuff and 7dayshop.

URL: freshrelevance.com

Twitter: @Frelevance

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