

The Spice House Brings Memorable Customer Experiences Online with Drip ECRM

The Rundown

The Spice House: Pioneering How Spices Are Sold

The Spice House has a long history of pioneering how spices are sold. Since 1957, its flagship brick-and-mortar location has been a go-to hub for grabbing a cup of coffee and taking in the full spice experience—smelling, grinding, tasting, touching, and talkin’ spices and their backstories with the owners.

Today, [The Spice House](#) sells more than 400 spices, blends, rubs, and extracts across several retail locations and the ecommerce store. See how Drip ecommerce CRM helps The Spice House bring a great in-store experience to their online space.

The Situation

Traditional Email Marketing Throttled Ecommerce Growth

The crew at The Spice House first staked their flag in ecommerce in 2004 with one of the first sites selling premium spices on the web. With continued growth, they wanted to start connecting more with their customers, and with the help of a traditional email service provider (ESP), The Spice House was able to grow their email list from a couple thousand to 100K people.

But while list growth was nice, their ESP was throttling them in other ways. Without the ability to segment customers, send triggered emails, stagger email marketing campaigns, and take full advantage of automation, The Spice House faced trouble.

Without capabilities to help them scale, they were forced to send promo emails to their whole list at once. Not only was it a cold and impersonal customer experience, it also would cause massive influxes in order volume. This would cause their fulfillment system to break and delays to take place. They needed to change, and they needed to do it quickly.



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What matters more these days is that the relationship you have with your customers has to be the most important. And I feel that Drip and The Spice House share that.”

Charlie Mayer
Chief Executive Officer



The Solution

The Spice House Knows an ECRM Is the Answer

“We knew that we wanted to have a better email solution, and we knew that we wanted it integrated with our ecommerce site. And that brought us to Drip.”

Drip is an ecommerce CRM that's tuned to collecting customer data and empowering brands to use that info in their email marketing automation, personalization, marketing strategies, and beyond.

The Spice House ultimately needed a solution that would help enhance the customer experience online while enabling them to segment, automate, and personalize their messages—oh, and let them continue to scale at a rapid pace. Drip was a perfect fit for their fast needs, and they've smashing milestones since starting with an ECRM.

With Drip, The Spice House has been able to:

- **Segment and Personalize.** Because of all the data Drip can track, The Spice House is finally able to segment customers by any action they want, then send personalized and relevant email campaigns to each unique niche.

Whether it's customer lifetime value, products viewed, time since an order's been placed, if a shopping cart's been abandoned, or more, The Spice House can pick out people who fit a segment and send a message relevant to what each person is doing automatically. Segmentation and personalization make every experience feel closer and memorable.

- **Integrate with Facebook.** The Spice House is starting to take full advantage of Facebook and social media as a way to connect with customers and drive sales. Seamless integrations with these platforms not only opens up the door for more automations, but it helps them understand what customers are doing during their entire journey, not just on the website
- **Collect Data and See the Big Picture.** Clean and intuitive revenue dashboards tell The Spice House exactly how much money can be attributed to what they do in Drip. They can drill into email, campaign, and workflow revenue to see what's working and where to optimize.
- **Have Fun with Email Marketing.** "Email marketing is not always fun and it's not always easy," says Charlie, the CEO of The Spice House, "but the cool thing about Drip is that anybody can use it."

Drip is putting the power of customer data and intelligent email marketing automation in the hands of more brands than ever. It's no longer a tool reserved for the 10 biggest online sellers with large, dedicated teams of developers. Anyone can set up these strategies and see huge growth as a result.

The Results

Better Customer Experiences Make for Spicy Growth

Unlike a traditional ESP, Drip ECRM is specifically built for ecommerce stores looking to up their customer experiences. When an online store can rock out with segmentation, personalization, and automation, they're able to reach customers with more intimate messaging in all the right places.

With every memorable moment made between a brand and a customer, loyalty and trust grow (not coincidentally, so does revenue). The Spice House is no exception.

In just 10 months of using Drip, The Spice House has:

- Increased their email list by more than 40%.
- Grown revenue at a similar 40% pace.
- Seen a 90% increase in sales during Feb. 2019 when compared with Feb. 2018.
- Sent more than a million emails each month, driving \$400,000 in revenue in just 4 months.
- Sent one email on the Saturday of President's Day weekend and another on President's Day itself and earned \$93,500 over the course of those three days (Sat. – Mon.).
- Seen 20,000+ conversions from one email they made to welcome people who sign up for their newsletter.

With less than a year of Drip under their belts, The Spice House has just scratched the surface of what's possible with an ecommerce CRM. The more they dig into segmentation and personalization, the better their online customer experiences will become, which will only drive more revenue and loyalty for years to come.

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It's not just Drip and it's not just that we're awesome. It's that it's Drip hooked up with Google, hooked up with Facebook, hooked up with a great product and a great team.”

Charlie Mayer
Chief Executive Officer

About Drip

Drip is the world's first and only ECRM—an ecommerce-specific CRM that connects your order management system with your marketing system at the customer level in order to build better, more profitable relationships with your customers through email, social, and paid media integrations. Based in Minneapolis, Minnesota—a city with deep retail roots—Drip is venture-backed by the Foundry Group, Drive Capital, and Arthur Ventures.

Want more ecommerce marketing automation solutions? See more solutions at drip.com.