

1-to-1 Recommendations Drive Increased Email and Website Engagement for Auction Site

THE COMPANY

Recently called “one of the fastest growing e-commerce sites in the art world” by Blouin ArtInfo, Invaluable is the world’s leading online marketplace for fine art, antiques and collectibles. Auction houses, galleries and dealers use Invaluable to deepen relationships with millions of clients around the world, connecting people with the things they love.

“With hundreds of thousands of pieces of fine art, antiques and collectibles in our catalog, we needed a way to help our customers navigate our collection and help them find the items they’re most likely to be interested in. Evergage has given us the ability to understand each person and deliver truly individualized experiences across web and email.”



Neal Glazier
VP of Marketing
Invaluable



21% INCREASE

IN CLICKTHROUGHS FROM
OPEN-TIME EMAIL CAMPAIGNS



12% OF REVENUES

FROM PERSONALIZED
RECOMMENDATIONS



**INDIVIDUALIZED
EXPERIENCES**

DELIVERED ACROSS CHANNELS

THE CHALLENGE

Fine art and antique collectors are known for their sophisticated and highly individualized tastes. Some seek to build an intimate collection of unique pieces spanning several artists or movements, while others are interested in extremely specific one-of-a-kind pieces. With an ever-changing catalog of several hundred thousand unique items listed at any given time, Invaluable sought to surface the most relevant items to each collector to help them easily find the perfect piece.

It was critical to the marketing, design and product teams that this personalized experience extend across web and email channels.

Until 2016, Invaluable worked to deliver personalized experiences leveraging several different solutions. However, these solutions had to be managed independently and they kept highly important and actionable data siloed — preventing Invaluable from creating a complete picture of each individual person. Invaluable needed a single platform that could pull together all customer data in one place to deliver personalized experiences across channels.

THE SOLUTION

Invaluable dropped its point solutions and switched to Evergage. The Evergage platform allowed the team to collect and take action on in-depth behavioral data, set up unique machine learning-driven experiences, and carry its successes on the web to email, mobile and tablet.

Evergage is able to understand not just which specific items a collector is interested in, but what that interest says about her preferences for styles, categories, auction houses, artists and more — in order to recommend other items she may like. This is critical for a company whose items are auctioned rapidly. Since a specific item desired by a collector may not be available for long, Invaluable needs to be able to guide her to other items that are still available. For example, Evergage can understand when a visitor is interested in a wide selection of categories or styles or when she is interested in a single artist or auction house — and deliver item recommendations that suit those preferences in real time.

Auctions You May Like [See all](#)

- CONTEMPORARY ART**
by Swann Auction Galleries
November 15, 2018 1:30 PM EST | New York, NY, US
[VIEW ITEMS](#)
- 11/3/18 Modern & Contemporary Art and Design Auction**
by Concept Art Gallery
November 3, 2018 9:30 AM EST | Pittsburgh, PA, US
[VIEW ITEMS](#)
- Modern Art - Photographs - Valuable Books**
by Christian Hesse Auktionen
November 24, 2018 10:00 AM CET | Osterdestrasse 86 a, Hamburg-Winterhude
[VIEW ITEMS](#)
- Auction 348: Classical Antiquity, Egyptology, Fine Arts, Photography, Music, etc.**
by Burgersdijk & Niermans
November 13, 2018 1:30 PM CET | Nieuwsteeg 1, Leiden
[VIEW ITEMS](#)

Artists You May Like [View all](#)

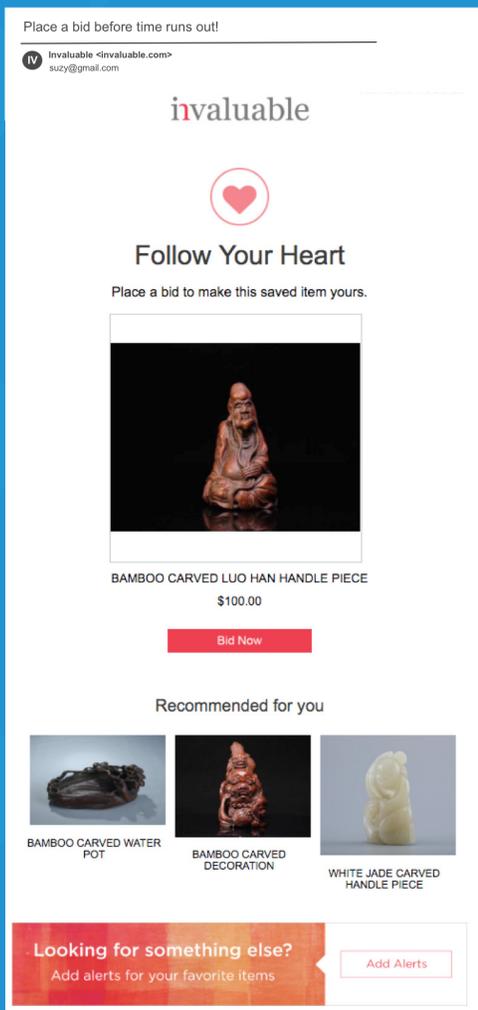
- Andy Warhol
- Roy Lichtenstein
- Keith Haring
- Jean Michel Basquiat

Items You May Like

- Andy Warhol (American, 1928-1987), Superman
€2,000.00
- Andy Warhol Autographed 1988 Invitation
\$1,000.00
- ROY LICHTENSTEIN, SIGNED IN PRINT
€100.00
- Roy Lichtenstein Lithograph from 1992
\$100.00
- Roy Lichtenstein - Aspen Winter Jazz - '867 - S...
\$4,500.00
- Twin Towers
\$12,800.00
- Andy Warhol, Siberian Tiger
€2,000.00
- Roy LICHTENSTEIN - Whaam!, serigraphy
\$170.00
- ROY LICHTENSTEIN "IN THE CAR" OFFSET LITHOGRAPH...
\$50.00
- ROY LICHTENSTEIN Real Estate.
\$9,000.00
- Roy Lichtenstein "Drowning Girl" Custom Framed
\$70.00
- Roy Lichtenstein "Girl with Ball" Custom Framed
\$140.00

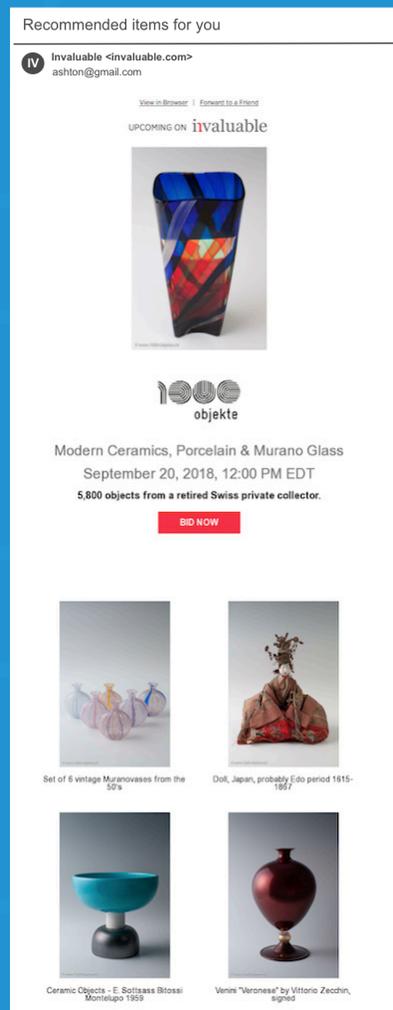
MyInvaluable landing page

This completely individualized page on the Invaluable site displays a collection of items, artists, auctions, categories and blog articles catered to each person's tastes.



Triggered email campaigns

Personalized triggered emails are sent based on a visitor's actions to ensure they are timed appropriately. For example, visitors who have shown an interest in specific pieces recently but abandoned the site before making a bid may receive a triggered email encouraging them to return to the site.



Open-time batch email campaigns

Batch emails are tailored to each individual's preferences at open time, rather than at send time, to ensure the content is as up-to-date as possible (for example, items that have already been sold will not be recommended). Auction houses such as Sotheby's can "buy" an email send to promote upcoming auctions. Previously, email content was chosen arbitrarily by the auction house. Now, Evergage recommends the most relevant lots from each sale, which enables Invaluable to generate more revenue with less overhead at scale.

THE RESULTS

The Invaluable team believes that an e-commerce company cannot properly compete in today's market without individualizing each experience. With Evergage's machine learning-based platform, they've found a perfect match. Evergage allows Invaluable to recognize a collector, infer her preferences based on her behavior, and deliver relevant suggestions or items she will be interested in, no matter which channel she engages with.

By swapping out static email recommendations for dynamic recommendations that are updated at open time, Invaluable has seen a 21% increase in email clickthroughs. Remarkably, these personalized recommendations in email, together with those presented on the website, have driven 12% of Invaluable's monthly revenues.