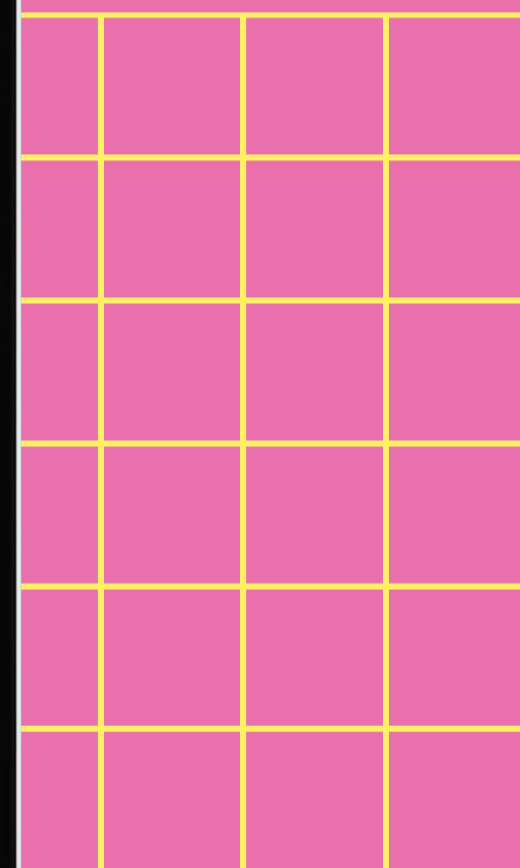
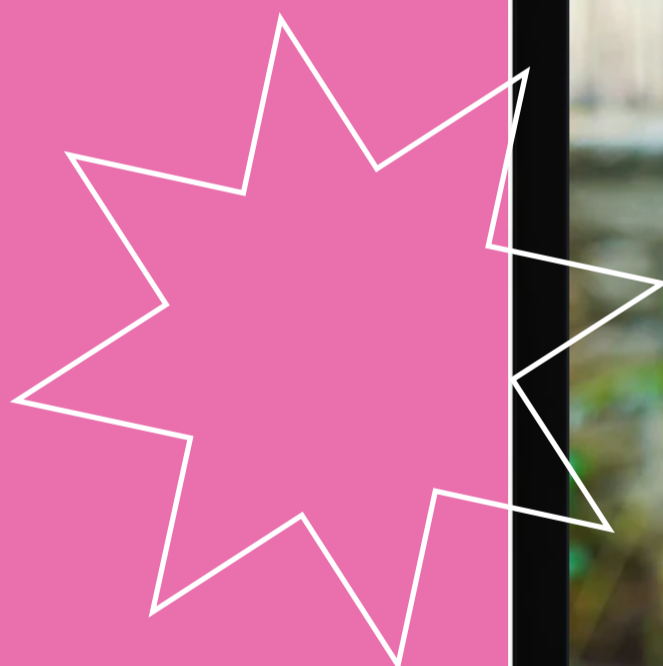


See how House Of Blouse has driven **55%**
of all purchases with its personalized
email strategy.



A CASE STUDY BY



#fortheloveofecommerce

About the client

House of Blouse is an Indian fashion brand. They design blouses and sarees for the global woman who takes joy in what she wears and is particular about fit and finish. House of Blouse is feminine, exuberant, minimal, flirty, stern, whimsical, whiny, triumphant, soft...sometimes all in the same day.




Every House of Blouse garment is made to order and finished by hand. All their products are made in-house in the studio. It helps them keep a clear connection with their customers and have full control over the end-to-end process and quality of products

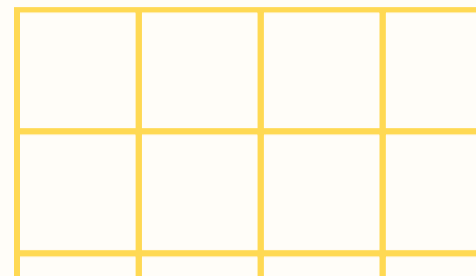
Challenges

Previously, House of Blouse was doing product marketing manually, but as they grew, they wanted a tool that made it easier to grow subscriber lists and reach subscribers with personalized and relevant messages.

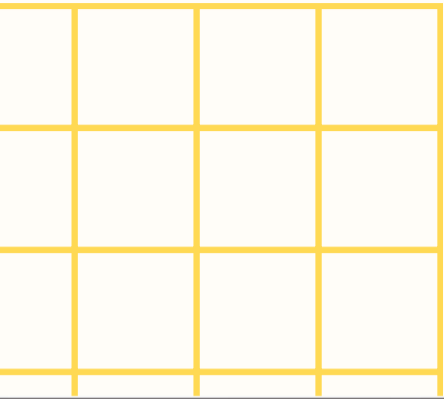
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-  Grow subscriber lists and segment those lists
-  Send diversified and focused messages
-  Track the performance of their marketing campaigns



Solutions



AiTrillion helped the House of Blouse's team utilize it to the fullest to accomplish its marketing goals through **improved email marketing**. They were able to **capture more visitors, segment their subscriber list, and set up automated email series** based on customer behavior

One of our features "**Price Drop Alert**" also helped them to take a more farseeing approach to sales by bringing discounted items directly to their subscribers via email, rather than shoppers having to seek them out.



953K+

Website visitors tracked



324K+

Emails sent to Houseofblouse's customers



429K+

Engagement events accomplished



55%

Email conversions

Ready to maximize your conversions?

Speak to one of our email marketing experts to find out how AiTrillion can help you drive more conversions

[**Let's Talk**](#)

