

Massage Envy Makes Email Personal

Goolara Symphonie helps the popular membership spa connect with its clients.



Massage Envy
SPA®

Background

Massage Envy is the leading provider of therapeutic massage in the United States. Based in Scottsdale, Arizona, the company was founded in 2002. Back then, massage therapy and spa services were often prohibitively expensive and situated in out-of-the-way facilities, often with inconvenient hours that made it difficult for people with busy lifestyles to schedule appointments. Massage Envy created a new category in the wellness industry by providing professional and affordable massage therapy and spa services in convenient locations, all designed with the active person in mind. They created a membership system, similar to a health club, that encourages and rewards return visits and regular spa treatments. Membership comes with a massage session available every month, and massages that aren't used are rolled over into the next month. Members also have the option of using their existing sessions to upgrade to other services such as facials or hot stone treatments. The concept proved so popular that, in no time, new Massage Envy locations sprang up all across the nation. Today the company has nearly 800 locations in 45 states.

Challenge

Massage Envy wants every customer that steps through their doors to feel special, and they wanted this reflected in their emails as well. To do this, they couldn't use a generic email blast approach; they needed each email to contain important information about that person's membership status, unused sessions, and any special offers that might be applicable. Their interactive agency, The Lavidge Company, one of Arizona's premiere advertising agencies, conducted extensive research to develop behavior segmentation models that would contain the most important data from each account.

But with the multiple variables, such as gender, member status, frequency of visits, and other factors, Massage Envy and Lavidge were faced with a daunting task. "We wanted to write a personal, unique message to each member every month," Stephen Heitz, the Managing Director of Interactive Services at The Lavidge Company said, "but if you do the

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– Stephen Heitz,
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Interactive Services

math, this approach can seem almost impossible. Each clinic has around 1,600 members and 50% of them have email addresses. That means you have 800 emails to write. If you spend five minutes looking up their account history and another five minutes drafting the email, you’ve already spent 133 hours on just that one message.” And that’s just for the monthly newsletter. They also needed the same variable content capabilities for transactional emails, such as monthly fee payment notices, birthday greetings, upcoming appointments, and so forth.

Add to this the numerous franchises, each with its own “Microsite” and the ability to send its own customized messages to the local members as both regular mailings and transactional emails; and each needing access to the proper recipient lists, content and email templates.

Solution

To solve the problem, Massage Envy and The Lavidge Company created the Loyalty Program, which allows each franchise owner to log into the system and create their own mailings. The Loyalty Program has automated many of the tasks involved in creating personalized mailings by segmenting the audience based on the member level of the recipients. Members who are at risk of letting their memberships lapse are going to receive very different email from that of members who visit regularly and often upgrade their sessions.

At the heart of Massage Envy’s Loyalty Program is Goolara’s powerful email marketing solution, Symphonie. Symphonie makes it easy for all the Massage Envy franchise owners—no matter what their computer proficiency level might be—to create highly personalized mailings in a matter of minutes. Email templates are set up with the dynamic content sections front loaded. Spa owners can then either write their own copy, or choose from dozens of pre-written content blocks that they can drop into the email and personalize. Goolara Symphonie features some of the most powerful dynamic content capabilities available in any email marketing software, which makes it ideal for a company like Massage Envy where each email, whether it is transactional, triggered or scheduled, must contain highly individualized content. Dynamic content parameters are also applied to the pre-designed content blocks, so that these also can contain personalized information, such as the name of the recipient, city, or a Massage Envy’s location.

Massage Envy and Lavidge opted for the on-premise version of Goolara’s software, which has been set up with an interface that matches Massage Envy’s company-wide system. “Goolara’s flexible





API has saved us lots of money," Stephen Heitz said. "Combing through almost a terabyte of data each night required a powerful solution that was close to the data we needed to process. Our data mining requirements are so big, that we had to use an on-premise solution. Anything else would have caused problems."

Result

As a result of their personalized approach to email, Massage Envy has an open rate of 30%, which is substantially higher than the industry average. Members have responded that they like receiving the emails, and look forward to reading them. The membership payment emails, which are sent every month, often inspire members to explore the Massage Envy Microsites further, with many of these members contacting their local Massage Envy spa directly from the email thanks to the built-in click-to-call link in every email. New members also use the email as a starting point to learn more about Massage Envy, and the company has leveraged this with programs and packages aimed directly at this market.

Executive Summary

Company: Massage Envy

Headquarters: Scottsdale, AZ

Market: Health and Fitness Services

Massage Envy is the national leader in membership motivated massage and spa services. The company wanted their mailings to reflect the company's philosophy of personal care and attention, and felt that traditional generic email blasts would do more harm than good. Working with The Lavidge Company's interactive division, they created the Loyalty System, which allows Massage Envy to individually customize every regular mailing and transactional email that is sent from either the company headquarters or from individual various franchises around the country. At the core of this technology is Goolara Symphonie which makes it easy for each franchise to send highly targeted and personalized emails and comes with transactional capabilities built into the software. The Loyalty System is run from an on-premise deployment of Symphonie that can quickly handle the almost 1TB of data that Massage Envy has available. Stephen Heitz, the Managing Director of Interactive Services at The Lavidge Company cites Goolara's flexible API as a source of major savings.



About Goolara

Goolara has been selling its advanced email marketing software since 2005. Symphonie, Goolara's premiere email marketing solution is available in on-premise and cloud-based, SaaS deployments. The powerful software features many advanced capabilities, such as full-featured dynamic content, transactional and triggered email, and customizable report generation features. It is easy-to-use and runs from a browser-based interface using Chrome, Firefox, Internet Explorer, or Safari. Goolara is located in Alameda, California and can be found online at www.goolara.com.