



marketingsherpa

email summit 2015

What Customers Want:

How Finish Line grew email revenue 50%
by personalizing the customer experience

Aaron Buchanan
Email Personalization Manager
Finish Line

Pamela Jesseau
Senior Director of Marketing
MECLABS Institute

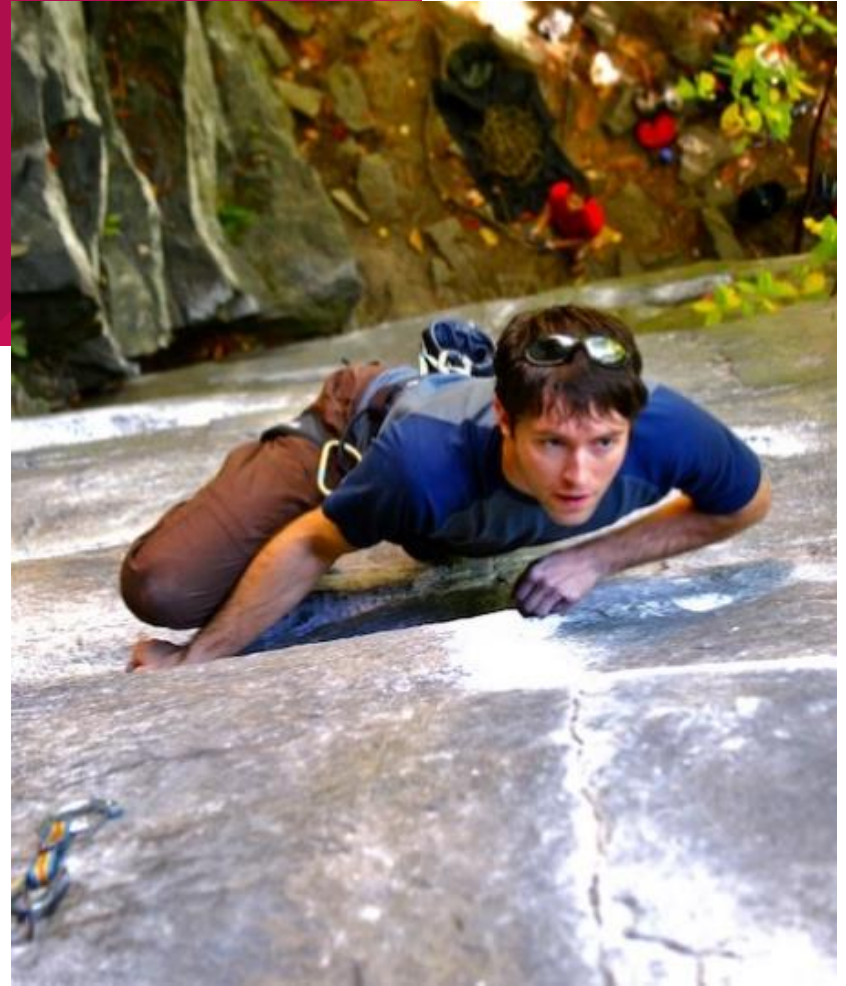
Aaron Buchanan

Digital Personalization Manager, Finish Line

A digital marketing veteran, having served in various capacities for Internet Retailer's Top 500 brands for over a decade.

Currently charged with developing cross-channel marketing strategy to include delivering personalized experiences through all digital communication channels.

Has a passion for leveraging data to facilitate engaging conversations between brands and their customers.



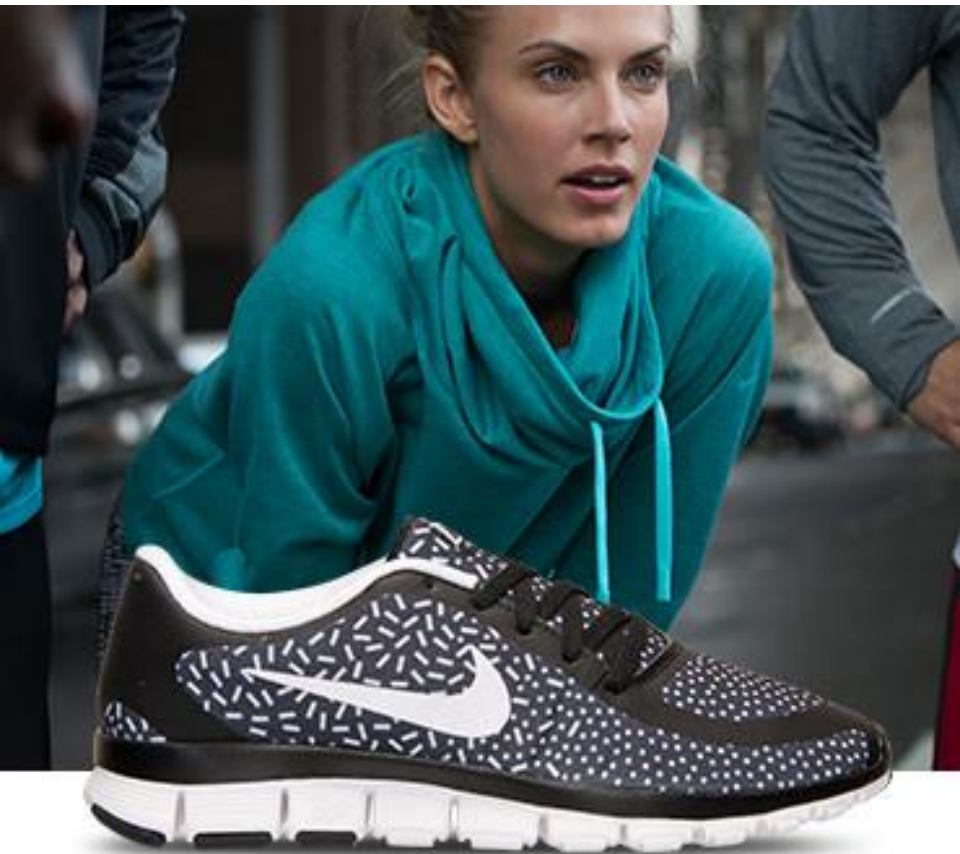
Finish Line®

- A top athletic footwear and apparel retailer
- 1,040 Finish Line branded locations, primarily in U.S. malls and shops inside Macy's department stores
- FinishLine.com is #148 in the Internet Retailer 2014 Top 500



CUSTOMER-FIRST





EVERYDAY SPORT. IT'S HOW WE ROLL.

We're here to help you lace up your potential. Whether it is **running shoes to crush that 10K**, **basketball shoes for weeknight pickup games**, or **retro sneakers for the sake of style**, we got your back.

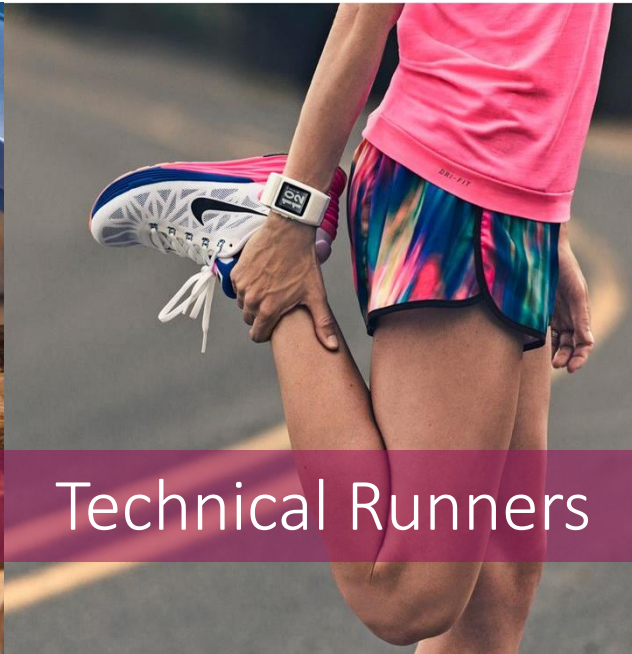
Finish Line carries the most premium assortment of athletic and casual shoes and clothes for men, women and kids.

We're not just passionate about sneakers, we're passionate about where they'll take you.

Sample Targeting Personas: Women



Casual-Athletic



Technical Runners



Fashion-Forward

Sample Targeting Personas: Basic Segmentation



Casual-Athletic



Technical Runners



Fashion-Forward

The Opportunity



More Relevant and Engaging Emails for Each Audience

Six Key Steps

1. Partner with a solution provider and implement tools
2. Infuse marketing needs into existing creative processes
3. Segment subscribers
4. Unify multichannel efforts
5. Optimize site content
6. Test email campaigns to ensure effectiveness

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Monitor site behavior and enable reaction with customer intelligence:

- What content is engaging customers
- Abandonment causality
- Ability to react with highly targeted, automated campaigns

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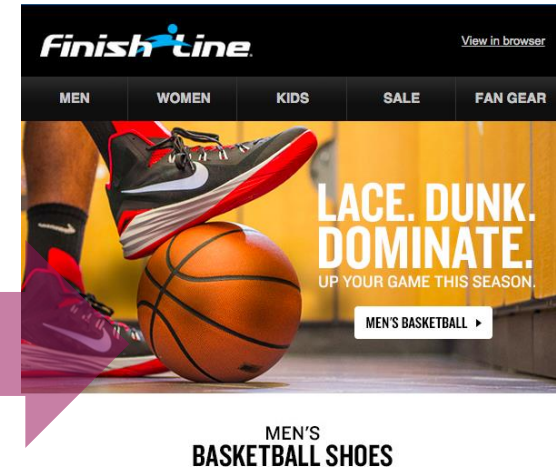
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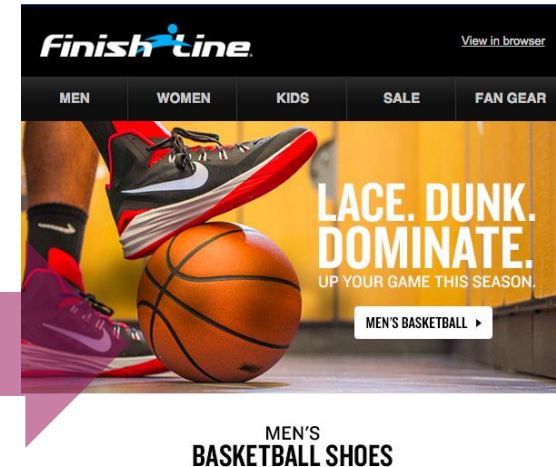


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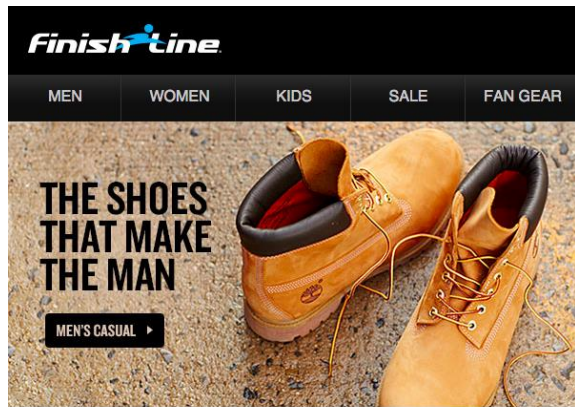
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* Integrated directly with ESP

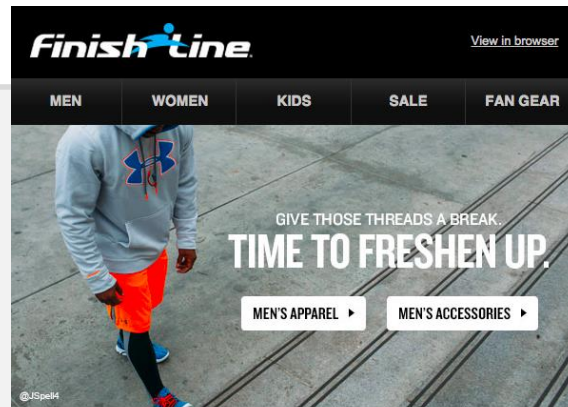


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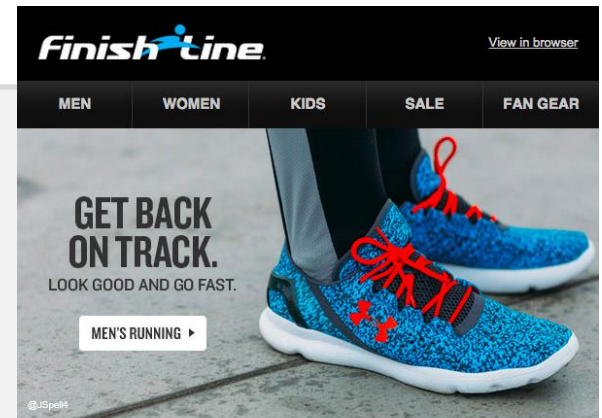
The ability to create a highly-versioned campaign with multiple pieces of creative supporting a single initiative – each dynamically populated for unique audiences.



MEN'S
CASUAL SHOES



MEN'S
APPAREL



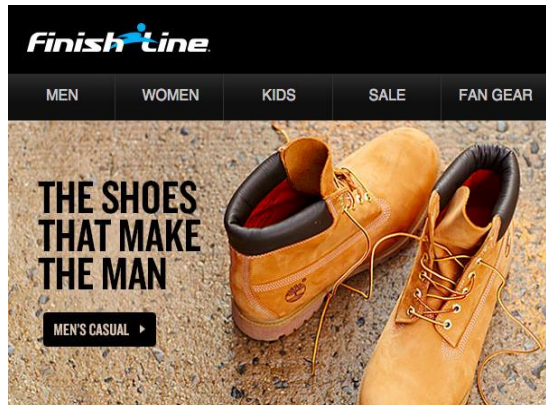
MEN'S
RUNNING SHOES

Six Key Steps

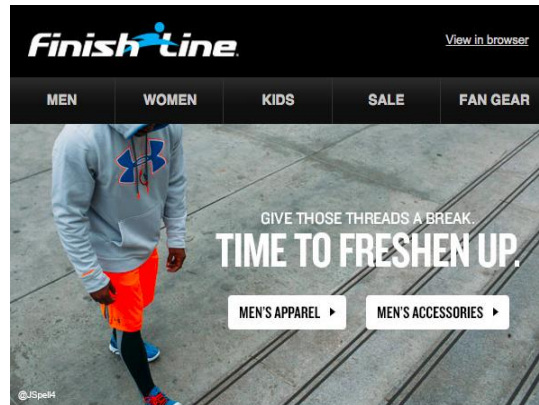
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2. Infuse marketing needs into existing process

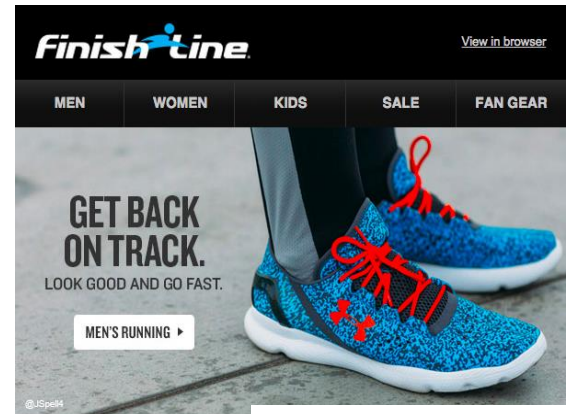
- The new multiple segmented campaigns put a tremendous load on the Finish Line creative team
- How could the team repurpose creative that was used in other places in Finish Line's digital marketing and create modular elements that could be used in various initiatives?



MEN'S
CASUAL SHOES



MEN'S
APPAREL



RUN

2. Infuse marketing needs into existing process

- On photo shoots the creative team will pull together pieces of creative that can support campaigns for an entire season
- Using these creative elements as modules, we can focus personalization on simple copy changes in the email, such as in the text and calls-to-action



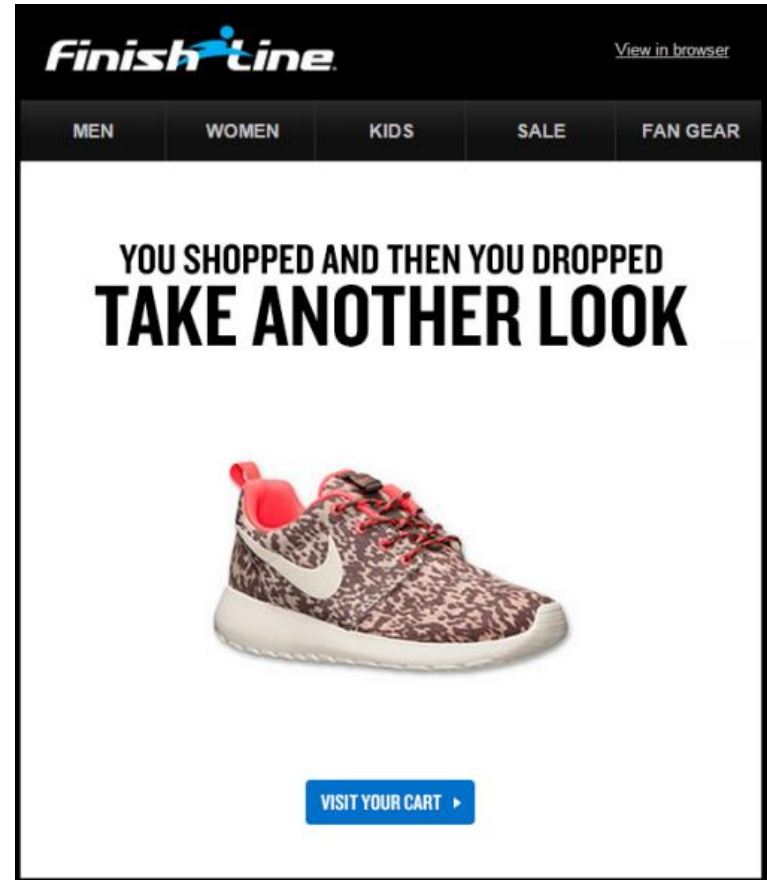
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3. Segment subscribers

Simultaneously running 100 scenarios for holiday season, including:

- Trigger-based communications
- Browse, Cart and Checkout abandonment emails
- Messaging to Loyalty Program users



3. Segment subscribers

Targeting based on:

- Gender
- Past purchase behavior
- Traffic source
- On-site browse behavior
- Brand affinity
- Geolocation
- Teams/schools
 - NFL- and NCAA-related offers



COUNTDOWN TO 64: Days Hours Mins Secs 00:00:00:00

SELECTIONS ARE IN.

SHOP YOUR TEAM ▶

KENTUCKY **ate**

FINISH LINE BRACKET CHALLENGE
to \$600 in gift cards, plus bragging rights.

ENTER YOUR BRACKET ▶ OFFICIAL RULES

MORE TEAMS IN YOUR NECK OF THE WOODS

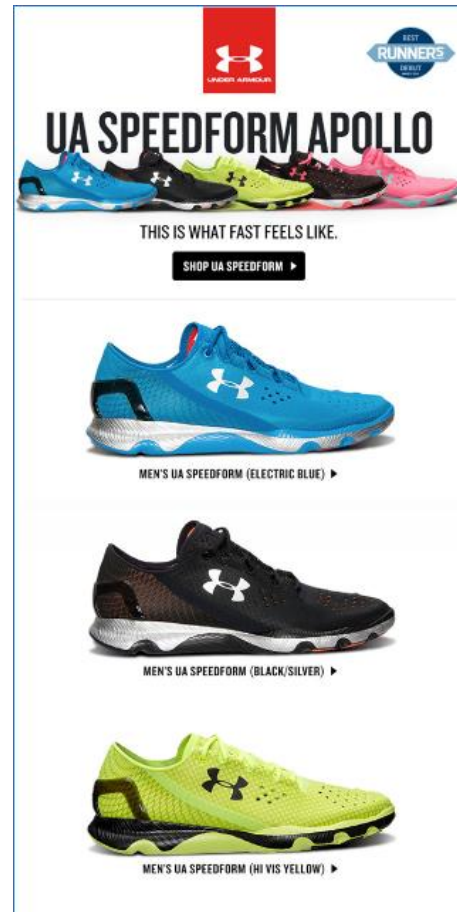
SHOP FLORIDA SHOP KENTUCKY SHOP OHIO STATE SHOP SYRACUSE

THIS WEEK IN COLLEGE HOOPS:
MIDWEST REGION OF DEATH, BRACKET TALK, SNEAKERS, AND MORE ▶

3. Segment subscribers

Nurture future purchases

- Sending cross-sell offer campaigns to follow up an online or in-store purchase
- Follow up an apparel purchase with a shoe offering



UA SPEEDFORM APOLLO

THIS IS WHAT FAST FEELS LIKE.

SHOP UA SPEEDFORM ▶

MEN'S UA SPEEDFORM (ELECTRIC BLUE) ▶

MEN'S UA SPEEDFORM (BLACK/SILVER) ▶

MEN'S UA SPEEDFORM (HI VIS YELLOW) ▶

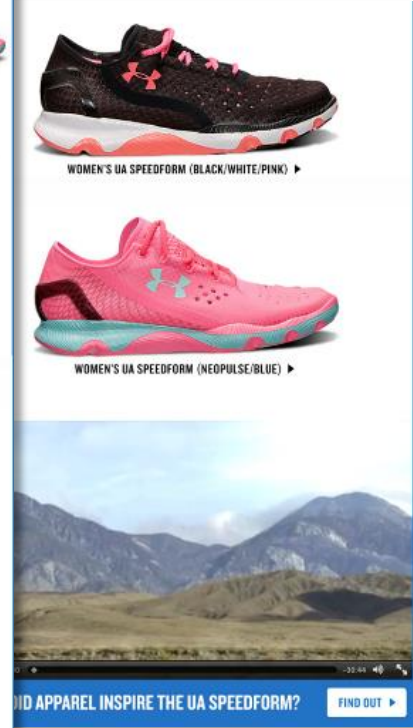
WOMEN'S UA SPEEDFORM (BLACK/WHITE/PINK) ▶

WOMEN'S UA SPEEDFORM (NEOPULSE/BLUE) ▶

TEST RUNNERS' CHOICE

UNDER ARMOUR

Advertisement for UA Speedform Apollo shoes. The main image shows a row of five shoes in different colors: Electric Blue, Hi Vis Yellow, Black/Silver, Black/White/Pink, and Neopulse/Blue. Below this are four individual shoe images with their respective color names and a right-pointing arrow. The text 'THIS IS WHAT FAST FEELS LIKE.' and 'SHOP UA SPEEDFORM ▶' are centered below the row of shoes. The UA logo and 'TEST RUNNERS' CHOICE' badge are at the top.



WOMEN'S UA SPEEDFORM (BLACK/WHITE/PINK) ▶

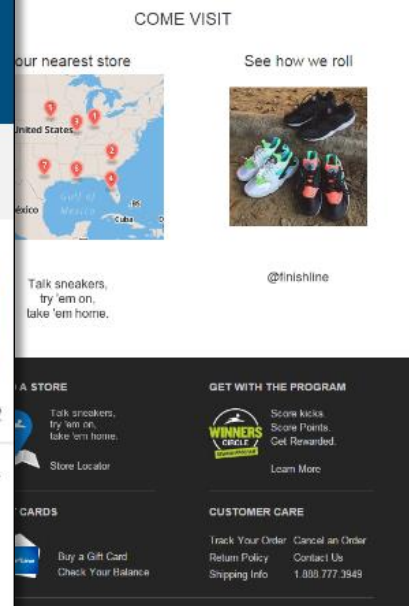
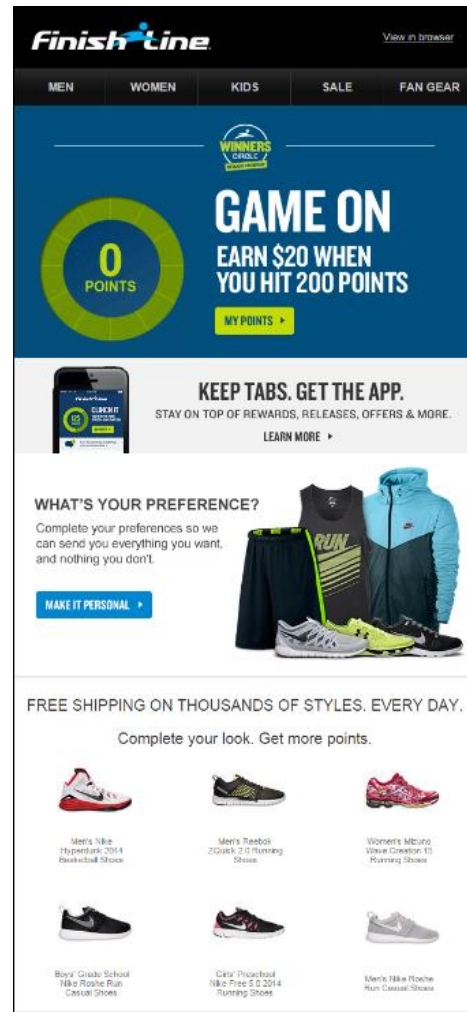
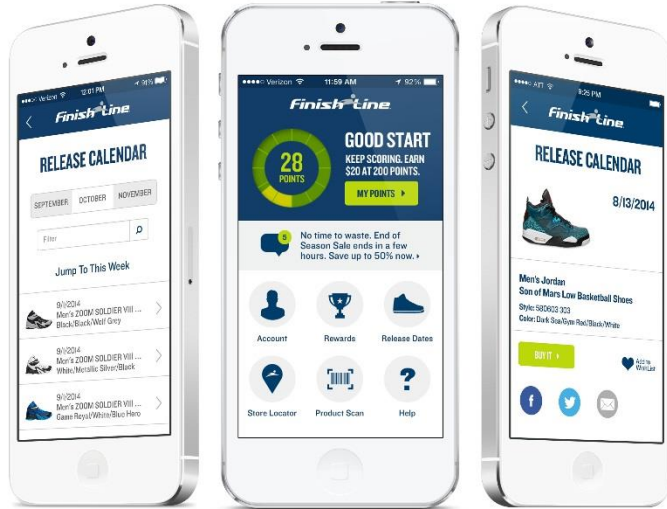
WOMEN'S UA SPEEDFORM (NEOPULSE/BLUE) ▶

VIDEO APPAREL INSPIRE THE UA SPEEDFORM? FIND OUT ▶

Advertisement for UA Speedform Apollo shoes. The top image shows a black/white/pink women's shoe with a right-pointing arrow. Below it is a pink/blue women's shoe with a right-pointing arrow. The bottom image is a video player showing a landscape with mountains and a blue sky. The video player has a play button, a progress bar, and a 'FIND OUT ▶' button.

3. Segment subscribers

Winners Circle Loyalty Program

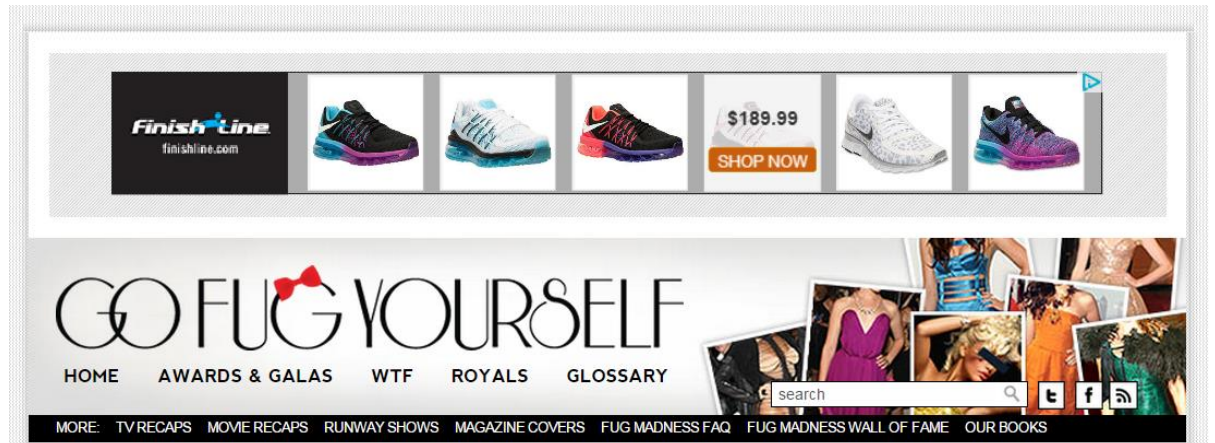


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4. Unify multichannel efforts

- Email, on-site, mobile messaging, social media and display ads
- Segments based on:
 - On-site browse behaviors
 - Past purchase behavior
 - Search activity
 - Traffic source



4. Unify multichannel efforts

Caution!

- Do not isolate shoppers into an experience because they qualify for a campaign
- Provide opportunity to explore other campaigns and content
- Recognize that the user's behavior changes during a session, and serve up relevant offers

Six Key Steps

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5. **Optimize site content**
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5. Optimize site content

- Optimization of relevant website content
- Align featured promotions with brand category affinity



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6. Test email campaigns

- Beyond basic subject line and creative element testing
- Comparing conversion rates and balancing margins on sale items by testing against non-sale control creative



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Results

50%

increase in email revenue
for trigger-based programs

2.5x

increase in overall website effectiveness from content optimization

Margin dollar
increases of up to

15%

by identifying and engaging
serial comparison shopping
customers

14%

increase in category sales
based on audience
optimization strategies

30%

increase in gross return on
ad spend for Facebook
advertising

Top Takeaways

Top Takeaways

- Having the right conversation can extend their value
- Do not alienate customers with hyper segmentation

“Honor the conversation the customer is having with your brand via their actions across all of your channels.”



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