

Mike's Bikes Automates Repurchase Campaigns with the Ascent360 Customer Data Platform (CDP)



Ascent360 seamlessly integrates multiple data sources to create a comprehensive, 360-degree customer view allowing marketers to easily create and automate highly targeted, revenue-generating campaigns.

Results

- Over **\$100K** of revenue
- **\$346** AOV
- **\$4** revenue/email
- **2X** the industry standard open rate
- **2X** the typical conversion rate

Challenge

Mike's Bikes, the largest bike dealer in North America, operates 12 successful stores in the greater San Francisco Bay Area and an ever-expanding online presence at mikesbikes.com. The company wanted to better their marketing with customized engagements that increased return store traffic and encouraged repeat purchases.

Solution

To automate their marketing outreach, Mike's Bikes turned to Ascent360. The two companies developed an ongoing post-purchase incentive campaign consisting of two automated emails sent 90 days and 120 days after a purchase (and if no other purchases were made).

The Ascent360 platform processes purchase history data and updates a daily list from Mike's Bikes CRM. Then the platform adds dynamic content and imagery and sends the campaign out via Mike's Bikes email service provider.

The Ascent360 CDP greatly simplifies complex, time-consuming campaigns and even automatically attributes revenue for Mike's Bikes. With this insight, the company continues to grow and thrive from its partnership with Ascent360.

If you are a B2C company looking to turn your customer data into insights and impact, we will get you to the top! Visit us at www.ascent360.com or contact us at hello@ascent360.com.