

Smartwool® Covers Cost of Ascent360 Customer Data Platform with a Single Campaign



Results

- **14%**
higher open rate
- **2x**
website traffic
in a 7-day period
- **5x**
more Low Value
customers
clicked through
- **2x**
more High Value
purchases

Challenge

Smartwool® provides merino wool apparel and socks. The Company is one of VF Corporation's outdoor brands, a global leader in lifestyle apparel, footwear and accessories. Smartwool® wanted to consolidate data from multiple touchpoints, so it could deliver more specific and authentic communications to their prospects and customers.

Solution

After centralizing the company's data, the Ascent360 Client Success Team and Smartwool® developed a re-engagement campaign. First, targets were divided into High Value (made a purchase within the last 6 months) and Low Value segments (non-purchasers). Second, High and Low Value segments were sub-divided and sent two different offers to A/B test, making 4 sub-segments total. Additionally, a test-and-roll subject line experiment was conducted to maximize results. Then, the Ascent360 platform automated sending out the appropriate campaign to the audiences.

Results and return were calculated within the Ascent360 CDP. Revenue from this single re-engagement campaign more than covered the annual cost of the platform.

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.