



Johnson Outdoors Builds Bonds Across Brands With Ascent360

Johnson Outdoors, Inc. is a leading outdoor recreation retailer, serving adventure enthusiasts around the world with 24 brick-and-mortar locations and an online store. They provide outdoor products through eight different brands across four verticals: fishing, diving, watercraft and camping.

When the global retailer wanted to build and maintain customer loyalty across all of their brands, they reached out to Ascent360. Using the platform, they reach their highest value customers in the right way, at the right time through data-driven, personalized marketing campaigns.



Segment
Easier



Engage
Smarter



Succeed
Faster



Personalized Messaging Drives 30% Increase In Clicks And Opens

Johnson Outdoors used the Ascent360 CDP to test different types of email content, creating targeted messages and subject lines for different customer segments across their brands. Sending emails with personalized messages and subject lines increased open and click-through rates by more than 30%, as compared to generic emails.

Campaign Agility Allows Strategic Shifts During Pandemic

When the pandemic caused retail stores and fulfillment centers to close, Johnson Outdoors had to quickly shift email marketing from an offer-based to a content-based strategy. The CDP enabled them to easily adapt campaigns to focus on lifestyle and product content, such as suggested outdoor outings and "how-tos." They also created campaigns to keep customers informed about closings and reopenings for their preferred brands and retail locations.

Building Better Customer Profiles Through Event Email Acquisition

Ascent360 helped Johnson Outdoors build a specialized survey app to capture customer information at live events, providing a seamless feed of customer data directly to their database. The app was loaded on iPads positioned throughout events, enabling customers to easily self-report demographic data and answer survey questions through a branded platform.



KEY STATS

Targeted email content boosts **opens and clicks more than 30%**

Agile campaigns enable easy shifts in strategy

Event email acquisition drives rich customer data

To learn how Ascent360 can help you segment easier, engage smarter and succeed faster in just **30 days and five hours** of your time, sign up for a personalized demo.

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