

Case Study > JCPenny

Primary Business Problems:

1. Losing customers due to out-of-stock products
2. Unsustainable customer retargeting costs
3. Site + app not “sticky” nor driving engagement
4. Fast fashion items not coming back in stock

MyAlerts Solutions:

1. Provide back-in-stock alerts on every product/size/color
2. Re-engage customers when change in availability or price
3. Recommend similar items if chosen item not available
4. Analysis of unmet consumer demand by category

Results:

1. More than **955,000+** customers set up stock alerts
2. Captured **\$48 million** in lost opportunity via alerts
3. Driving **\$500K** in recaptured online sales each month

