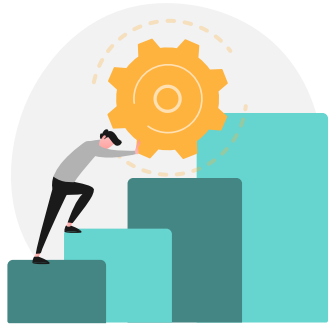


SPORTS EQUIPMENTS & ACCESSORIES

Check how a bicycle store increased their revenue by 14% with advanced segmentation.

One of the largest bike and related accessory retailers in the United States, offers bicycles and scooters of all types, along with fully-tiered bike repair services. **With more than 40 years of experience and multiple stores throughout the country**, this store prides itself on catering to every type of bike need and equipment.



CHALLENGE

Bikes are a low frequency purchase item where repeat visits were a challenge. The store was looking for an **intelligent segmentation solution** that could help the company determine high paying customers and encourage multiple visits. Further, they wanted to leverage insights from customer data and adopt new ways to engage with customers, especially **digital-first shoppers**.

SOLUTION

OptCulture created an email cadence based on the status of the customer journey for the store to increase the purchase frequency of customers by offering discount vouchers. By tailoring email campaigns to specific segments, the company was reaching the **right customers with the right message**.

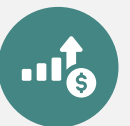


BENEFITS



With targeted campaigns across different customer segments, the store was able to **increase online sales, driving increased customer engagement**.

By taking a data-driven approach, the store **could identify the unique needs of each customer segment**, building strong customer relationships and loyalty.



RESULTS

In 6 months,



28,737

Targeted **personalized emails** were sent with vouchers to different tiers



5,649

Redemption **vouchers**



\$922,230

Revenue during **redemptions**



CUSTOMER QUOTE

"Thanks to **OptCulture segmentation**, we could monitor customer journey and effectively retarget each customer segment to trigger repeat purchases. It also helped us improve customer experience and **develop long-term customer relationships**"

