

# Moosejaw

## Moosejaw

*Outdoor retailer uses segmentation and targeting to increase open rates by 80 percent*

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### Overview

#### The need

Moosejaw needed a flexible non-complex solution that would help grow their email revenue program and also integrate with other systems to create a cart abandonment program

#### The solution

By implementing IBM® Marketing Cloud, Moosejaw was able to increase the sophistication of its email program, improve message relevance and customer engagement, and enhance its remarketing efforts, leading to an increase in revenue

#### The benefit

Moosejaw achieved a 40 percent average open rate and 5 percent conversion rate from cart abandonment emails; improved their overall results through increased usability facilitated testing on a variety of campaigns; and through segmentation and targeting, they achieved an 80 percent increase in open rate over traditional broadcast emails

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Moosejaw Mountaineering offers products from leading outdoor manufacturers including The North Face, Arc'teryx, Patagonia, Mountain Hardwear, and Black Diamond as well as under its own Moosejaw brand. The company serves a diverse customer base including serious outdoor enthusiasts, active individuals pursuing an outdoor lifestyle, and high school and college students who are passionate about the Moosejaw brand. Moosejaw engages its customers through its leading e-commerce site, seven retail stores, wacky print catalogs, mobile commerce site, and extensive social media presence. The company was founded in 1992 and is headquartered in Madison Heights, Michigan.

### Grow email program revenue

Moosejaw underwent an extensive review of top email marketing service providers, intent on finding a solution that would allow them to grow the revenue from their email program and integrate with other systems to create a cart abandonment program. With an already engaged userbase, Moosejaw needed a solution that would give them the flexibility to be creative and to engage with their communications and test various aspects of their emails, without being overly complex or time intensive.

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*“In one particular test, we saw users with points had 125 percent higher open rates, 168 percent higher click rates, and our conversion rate was up a whopping 461 percent, showing us that engaged users who buy into our brand, even a little bit, can provide a huge boost to our bottom line,” says Chief Executive Officer, Eoin Comerford, Moosejaw.*

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## Solution components

### Software

- IBM® Marketing Cloud
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## Implementing IBM Marketing Cloud leads to revenue increases

Moosejaw looked at a number of marketing solutions and decided to select IBM Marketing Cloud due to its overall ease of use, as well as the ability to integrate with other IBM solutions. IBM Marketing Cloud offers dynamic content, programs, reporting, segmentation and send time optimization. With the integration of IBM Marketing Cloud, Moosejaw has the ability to take advantage of their existing web analytics data. “The integration of our IBM solutions was very straightforward, and enabled us to quickly start remarketing to potential customers” said Eoin Comerford, Chief Executive Officer, Moosejaw.

Beyond their cart abandonment program, Moosejaw sought to integrate a human element to their marketing campaigns, both with the tone and style of their emails as well as through social media channels. Moosejaw uses dynamic content to make their mailings relevant to both in-store and online shoppers, and segmentation to test subject lines and offers to various portions of their database. Building on their Moosejaw Rewards loyalty program, the company tested programs with loyalty points against those without, and tried a variety of subject lines that best fit the company’s persona versus more traditional product and brand oriented messages.

## Dynamic content delivered in a timely and relevant manner provides increased click-through and conversion rates

By segmenting their database to send more targeted messages, Moosejaw saw average open rates for their broadcast emails increase by over 80 percent for some segments when compared to an unsegmented email. Additionally, they saw average open rates of over 40 percent on their cart abandonment emails, sent to online shoppers one day after abandoning a cart. By using dynamic content to include images of abandoned cart items in the email, Moosejaw makes sure the email is both timely and relevant, capturing average click-through rates of over 35 percent and conversion rates as high as 5 percent.

Furthermore, through their various testing, Moosejaw has been rewarded with even more impressive metrics on some of their more distinct campaigns. By running subject line tests against equally-sized database segments, Moosejaw learned that their subscribers are more likely to engage with emails that have subject lines based on Moosejaw's "Madness" brand-voice, earning a 32 percent increase in open rates and 16 percent higher click rates than messages with subject lines related to various product offerings or discounts.

Additional testing based on the amount of Moosejaw Rewards loyalty program points a user has, showed the company that users with points had higher open, click and conversion metrics than those without points. "In one particular test, we saw users with points had 125 percent higher open rates, 168 percent higher click rates, and our conversion rate was up a whopping 461 percent, showing us that engaged users who buy into our brand, even a little bit, can provide a huge boost to our bottom line" says Comerford.

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### **About IBM Marketing Solutions**

IBM Marketing Solutions make it easier to design and analyze meaningful customer experiences across applications, devices and time. From omnichannel marketing to real time personalization to lead management, IBM's offerings provide a range of solutions that help marketing organizations develop timely, relevant and responsive communications and collaborate more efficiently. The solutions can address a broad range of customer requirements, from simpler single channel campaigns to the most complex environments needing advanced segmentation capabilities, and include multiple deployment options. To learn more about the IBM Marketing Solutions visit [ibm.com/marketing](https://ibm.com/marketing) or contact your IBM representative or IBM Business Partner.

### **About IBM Marketing Cloud**

IBM Marketing Cloud, part of the IBM Marketing Solutions portfolio, powers the delivery of exceptional experiences for customers across the buyer journey by leveraging customer data and behaviors, providing analytical insights and automating relevant cross-channel interactions. The cloud-based digital marketing platform provides email marketing, lead management and mobile engagement functionality to inform and drive personalized interactions in real time. To find out more, please contact IBM Marketing Cloud at 1-866-745-8767 or +44 20 7202 5930 and visit [ibmmarketingcloud.com](https://ibmmarketingcloud.com).



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