

SHAW/SCOTT SUPPORTS SWEATY BETTY TO ENHANCE ALL ASPECTS OF THE CUSTOMER JOURNEY AND INCREASE REVENUE

Sweaty Betty's continued use of legacy technology meant that their web retargeting solution wasn't performing as well as it could, so they were unable to fully maximise the potential for personalising and customising the customer journey.

Shaw/Scott was brought on board to support Sweaty Betty's retargeting strategies from a technical and marketing perspective. The results have been staggering with a 120% increase in conversion rates during the first 8 months. Shaw/Scott continues to partner with Sweaty Betty to determine the best course of action for customer retention, loyalty and ultimately increased revenue.



Background

Founded in 1998, Sweaty Betty has been shaking up the activewear market for over 20 years. Designed by women for women, their goal is to make their customers feel powerful and amazing from studio to street with the best fit and fabric. From a small London boutique to a Hong Kong flagship, Sweaty Betty has established themselves as a global brand and can be found in 50 Nordstorm locations across the US with concessions in Selfridges and Harrods.



Drivers for change

The main driver pushing Sweaty Betty to upgrade their web retargeting solution was the underperforming browser. It couldn't support Sweaty Betty's strategic objectives for the incorporation of web behavioural data into multiple campaigns and channels, which was a critical objective for future growth and expansion.

The legacy solution lacked the capabilities needed to analyse customers' onsite behaviour and triggers. Sweaty Betty also knew from benchmarking that they were not achieving the appropriate revenue levels from their website, compared to other brands.

The platform also lacked flexibility and was only able to track three generic web events (cart, browse and purchase), offering very limited information on these events.



New technology and a new partner

Sweaty Betty decided to upgrade and transition their web retargeting solution to the Oracle Infinity product, a leading-edge retargeting platform to maximise data capture and marketing intelligence. It can track and isolate any action taken by website users and then activate that data on an API-enabled platform, similar to updating a customer profile in a CRM platform.

Sweaty Betty chose Shaw/Scott to help deploy and set up the new system as they have vast amounts of experience in this environment and understand how important it is to optimise the customer experience. The Infinity deployment was customised to track eight distinct web events and the transition was completed by Shaw/Scott within one week, then signed off and live after two weeks.

Shaw/Scott was the right partner to help Sweaty Betty maximise the potential of the new Oracle Infinity solution, capturing real-time digital behavioural data and using it to engage customers at the right moment, with the right message.

Shaw/Scott started engaging with Sweaty Betty on a small but regular basis in January 2020. However Sweaty Betty soon realised that Shaw/Scott were adding so much value from a consultative perspective, they went on to increase their commitment by the summer.



The web retargeting solution and its use cases

The first objective after deploying Oracle Infinity was to migrate Sweaty Betty's existing 'basket abandonment' and 'browse abandonment' user journeys. The new technology enables multiple enhancements to the journey, such as shortening the delay before emails reach customers, better handling of product content issues and low stock products and better management of customers who transact after their session.

The deployment was later updated to track two more events: 'wish list updates' and 'promotional code events', which were carried out once they had a better understanding of the Infinity platform. Sweaty Betty has also begun to utilise data generated by the new technology within other activities, such as regular campaigns and segmentation.



Impressive results

The recent sales figures have drastically improved and clearly demonstrate a much higher percentage of revenue from digital sales. The basket stats from May to December 2020 on Infinity compared to the same period in 2019 on the legacy platform are shown below:

- / 1074% increase in retargeted customers
- / 25% increase in unique opens
- / 83% increase in conversions

Georgie Little, Head of CRM at Sweaty Betty, said,

“ Our sales figures are increasing month on month, which speaks volumes for how well the new technology is benefiting the business. In fact, Black Friday this year saw record sales figures for Sweaty Betty. It is invaluable to have the right technology in place to help us better manage and automate the customer journey.

Emily Bushell, Shaw/Scott’s Director for EMEA, commented,

“ Web retargeting can be one of the most complex use cases that today’s digital marketers can encounter. We are delighted to be able to support Sweaty Betty with their digital journey. They have made enhancements to transactional campaigns, as well as improving the customer welcome journey and deploying new loyalty communications. Their sales figures alone are testament to the fact that they are getting the best out of their new platform and data capture capabilities.

Both retargeting use cases, ‘basket abandonment’ and ‘browse abandonment’ programs, are vastly more sophisticated than the legacy technology. Sweaty Betty can now control the time between the end of the user’s session and the sending of an email. They can also customise reminder campaigns and better manage customer transaction events that occur mid-journey. The technology has given them the ability to incorporate stock information into program logic and prioritise multiple retargeting use cases to avoid any spam-like behaviour.

Little added,

“ We wanted more hands-on, tech support. Shaw/Scott has been great: they’re highly responsive and complement our skill set at Sweaty Betty. The entire Shaw/Scott team is lovely to work with and their strategic technical capabilities have helped us tremendously – it’s proving to be a very beneficial partnership.



Shaw/Scott's ongoing support

Shaw/Scott primarily works as Sweaty Betty's main technical contact and has also trained the marketing team on advanced product features. They support Sweaty Betty with advice and guidance, design and implementation, as well as testing and debugging. They speak with Sweaty Betty every week and outline a plan, tracking and prioritising all tasks on Trello to determine how time is best utilised.



Future plans

For the programs already established, Sweaty Betty has some great ideas on continued optimisation, taking full advantage of Infinity's data tracking analysis to further tailor each customer's individual journey.

They also have various new programs underway, looking at increasing personalisation and improving other programs such as 'win back'. Shaw/Scott is continuing to provide support, especially in areas such as deploying a double opt-in solution, which will be a prerequisite when Sweaty Betty expands into new markets in 2021.

Email our team at inspire@shawscott.com to learn more.

Over the past 10 years, Shaw/Scott has successfully on-boarded, implemented, and supplied post-sales support for countless clients. We have reached great lengths to ensure they are nothing short of thrilled with Oracle's revolutionary capabilities and our first-class services.