The Era of Decisioning: Actionable Learnings From The Catalog Business

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STEVE MADDEN
BLUECORE
CATALOG

Organized, actionable data
Personalized
Relatively easy segmentation
ONLINE

Slow to adopt tech
Complex marketing stacks
Driving traffic was paramount
Pure play retailers defined a new direction
WHO IS STEVE MADDEN?
Goals

- Increase our overall conversion rate
- Improve our re-buy rate

Strategy

- Empower my team with access to specific tools/tech to test & iterate
- Prioritize channels with the highest ROI (email)
- Explore strategies to improve ROI within other channels (display)
**Email: Triggers**

**Price Decrease**
- 339K sends
- 29% open rate
- $0.25 revenue per email

**Pre-Order**
- 163K sends
- 36% open rate
- $0.24 revenue per email
**EMAIL: PERSONALIZED BATCH CAMPAIGNS**

**Friends & Family**

STEVE MADDEN

**FRIENDS & FAMILY IS HAPPENING NOW**

GUESS WHAT... THE STYLE YOU WERE EYEING IS 25% OFF PLUS FREE SHIPPING!

USE CODE FAM AT CHECKOUT

**7X RPE**

compared to the send with static content

**Category Affinity**

STEVE MADDEN

**FREE AS A BIRD**

SHOP FB-BROOK

SHOP FREEBIRD

**60X**

increase in audience size

**100X**

improvement in conversions
Email: Re-buy Test

12 Campaigns with specific Lifecycle Stages

- One time buyers that are in an active buying cycle
- One time buyers that are at-risk of not purchasing again (at-risk)
- One time buyers that are likely not going to purchase again (lost)
- Repeat buyers that are in an active buying cycle
- Repeat buyers that are at-risk of not purchasing again (at-risk)
- Repeat buyers that are likely not going to purchase again (lost)
FACEBOOK & GOOGLE ADWORDS

High Likelihood To Convert
DEMO
THANK YOU