Christy Sport’s Key to Success: Peak Time Planning and Prioritization
W. Scott McNabb
VP, Revenue, Americas

Optimove
Leader in IDC’s 2022 Worldwide Retail and CPG CDPs MarketScape

Leader in Forrester’s 2021 Cross-Channel Campaign Management Wave

Leader in G2s CDP and Marketing Automation categories since 2020

The CRM Marketing Hub for personalized customer-led journeys

High-level Solution

1. Insight (CDP)
2. Engagement (Channels)
3. Orchestration (AI Journeys)
Why Do We Care About Peak Time Shopping?

FOMO MADE ME DO IT

BUYS $300 TENT

TO SAVE $50 ON A TV
CMO’s Growth Engines

Acquire new customers

Maximize existing customers’ LTV
Today - Acquisition Marketing

More competition for customers

Lower conversion rates

Skyrocketing customer acquisition costs

It costs between 5 and 25 times more to acquire a new customer than to retain an existing one

Source: 2017, HubSpot
Today - Retention Marketing

- Direct, two-way relationships with individual consumers
- Better understanding of consumer habits and preferences
- Ability to identify heavy users, loyal consumers, and brand advocates

The right technology has arrived to harness the power of retention marketing
Small Change BIG Impact

Increasing customer retention rates by 5% can increase profits by up to 95%

Source: 2020, Bain and Harvard Business School Study
Your peak time marketing strategy should prioritize existing customers ABOVE new ones.
Retaining Holiday New Customers Takes More Effort

Holiday First Timers are 19% less likely to stick around.

Source: Optimove Research
The Average Order is Higher Between Thanksgiving and the End of the Year

Existing customers’ number of items per order is more than 20% higher than the average.

Source: Optimove Research
VIPs Matter More

They spend (5X) more, they buy (4X) more items and they repeat purchase (2X) more.
How to Do Peak Time Right
Zachary Burgeson
Director, Performance Marketing
60+ locations across Colorado, Utah, New Mexico, Montana, and Washington
GREAT OUTDOORS
WE LOVE WHAT WE DO! OUR PASSION FOR THE OUTDOORS INSPIRES US TO WORK HARD TO HELP EVERYONE CREATE THEIR OWN STOKE.

GREATER SERVICE
STRIVE TO CREATE POSITIVE IMPACTS ON THE PEOPLE, COMMUNITIES, AND ENVIRONMENT AROUND US.

GREATEST EXPERIENCE
WE GO ABOVE AND BEYOND TO ENSURE WE CREATE AN EXCEPTIONAL PERSONAL EXPERIENCE. WE ACHIEVE THIS THROUGH LISTENING, LEARNING, COMPASSION, AND CONTINUOUS IMPROVEMENT.
We’re not just a brand
We’re a lifestyle
How Do We Prepare for Peak Season
Christy Sports Knows Peak Times

Traditional Retail Peak Season

Christy Sports’ Peak Season

Source: Google Trends
Christy Sports’ Values

Approach to Peak Time Planning and Execution

- Prioritize the Guest Experience
- Focus on Data
- Enable Capabilities
- Empower The Team
- Recognize Success & Learn from Failure
How Christy Sports Prioritizes the Guest Rental Experience

1. Leverage our technology
2. Ingest the right data
3. Create impetus for the consumer
4. Hyper segmentation
Leverage Our Technology

1. Omnichannel Reservation System
Ingest the *Right* Data

2 Translating multiple data sources to enhance our customer experience

<table>
<thead>
<tr>
<th>Length of Active Rental</th>
<th>Next Pickup Date</th>
<th>Rental Pickup Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>4 Days</td>
<td>January 23, 2023</td>
<td>Christy Sports Frisco</td>
</tr>
</tbody>
</table>
Create Impetus for the Consumer

3 Timely and relevant communications based on customer interest
Hyper Segmentation

Create automated journeys that enable repeat purchases
Results by the Numbers: Prioritizing Existing Customers

- 23.2% higher annual spend
- 13.5% higher likelihood of 2nd purchase
- Database size grew by 83.3%
- Customer lapse rate improvement of 50.5%
The trail may be challenging, but the view from the top makes it worth it all.
You Should Care About Your Existing Customers

Existing customers not only buy more during the holidays, but they also tend to retain a greater loyalty to the brand.
We all have a great story to tell – use your data to build it.
Thank you!

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Come lounge with us