

Serious Sport drives engagement and conversions with uniquely personalized product recommendations

Using the Upland Adestra platform for email automation

Retail



Serious Sport is the UK's number one personalized sports clothing company.

Their philosophy is to offer quality garments, backed by unrivaled service, at competitive prices. They work with sports clubs across the UK providing personalized, branded apparel to their players, all delivered within five days.

The Challenge

The success of this program depended on coordinating disparate pieces of information Serious Sport held about their customers. This included identifying which products to recommend from their extensive catalog, removing those already purchased, then prioritizing from other available products taking into account stock levels, price and availability.

The Solution

Serious Sport worked with the Upland Adestra's Professional Services Team to bring the necessary data together and create a successful automated, personalized, post-purchase cross-sell program. The recommendations email includes three products, customized with the customer's club name and logo. This is achieved using an XML product feed, displaying products based on the customer's recent purchase. These are prioritized based on various factors including current price, popularity and availability.

The Result

The product recommendation email achieves an outstanding average open rate of 59% (this is a 146% uplift on the average across their campaigns) and an average click to sale rate of 9%. The average order value generated by this program is £55.

Customers receive a uniquely personalized experience and are further enticed to purchase by seeing what the products will look like printed with their own club's logo. This marks a major step in Serious Sport's ability to offer more personalized marketing communications, and means they are now set up to begin using personalized product recommendations and images across their other lifecycle programs.



Objective

- + Encourage repeat purchases from recent customers

Results

- ✔ 59% average open rate
- ✔ £55 average order value generated by this program

What's next?

Serious Sport are looking to develop the program and improve performance by including a unique limited-time offer code incentive, and adding a second email reminding customers to redeem their special offer. They will also be testing different timings following purchase to see what performs best.

Could email automation help you boost your results?

Contact Upland Adestra today to discover how we can help you make your data work harder with the use of powerful technology.

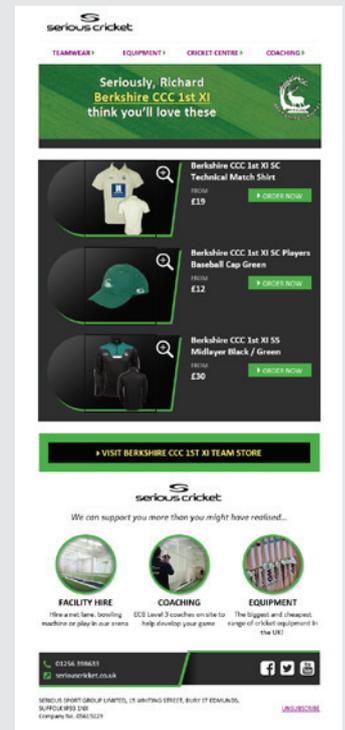


59%

Average open rate

£55

Average order value generated by this program



Email example

About Upland Software

Upland Software (Nasdaq: UPLD) is a leader in cloud-based enterprise work management software. Upland provides seven enterprise cloud solution suites that enable more than one million users at over 9,000 accounts to win and engage customers, automate business operations, manage projects and IT costs, and share knowledge throughout the enterprise. All of Upland's solutions are backed by a 100% customer success commitment and the UplandOne platform, which puts customers at the center of everything we do. To learn more, visit uplandsoftware.com.



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