

Off to a Running Start:

Kelly's Running Warehouse Increases Subscriber Responses to 72% with Automated Welcome Messages

Situation

Kelly's Running Warehouse, the web's leading discount specialty shop catering to running enthusiasts, understood that to compete and succeed online it had to offer more than just great prices on its huge inventory. KRW focuses on building lasting customer relationships through great prices, a vast selection, and an easy online shopping experience. It is not limited by the virtual interaction it has with its customers; it builds positive relationships for its online community and has become part of its customers' running routines. Kelly's Running Warehouse found that targeted email campaigns provide the personalized interaction that is so important to its brand with the added benefits of nearly instant responses and the highest returns of any marketing channel. KRW looked to Listrak to help it maximize subscriber engagement and conversions.

Solution

Listrak built an automated welcome message using its event triggered messaging solution. The email is sent automatically upon subscription, reaching subscribers when they are most interested and likely to respond. To take advantage of the attention, the email includes an exclusive coupon that encourages subscribers to make a purchase over \$100.

The welcome email also serves as a first line of defense for KRW's reputation. The email confirms the validity of each address and automatically removes hard bounces from its list. This ensures Kelly's Running Warehouse only deploys messages to legitimate subscribers who want to receive the information.

Because this is the first email subscribers receive from Kelly's Running Warehouse, important branding elements in the email's header and body are highlighted, along with subscription details, its privacy policy, a request to add KRW to the list of safe senders, social links, and two opt-out links. The welcome message is designed to give new subscribers the information they need upfront in a quick, easy-to-read view.

Results

The campaign is generating impressive results. To date, the email is averaging remarkable open and read rates of 72%. And the click through rate is a remarkable 43%. More importantly, the conversions generated by this email alone have lifted Kelly's Running Warehouse's overall email ROI.

Based on the success of this campaign, Kelly's Running Warehouse plans to expand the campaign into a three-part welcome series. KRW is also working with Listrak to build an additional automated email campaign based on purchase preferences and time frames.

About Listrak

Listrak is an email marketing firm providing the solutions, software, and services to optimize the value of email. Listrak works with clients to develop engaging email marketing to deliver the extra percent in effectiveness and ROI.

