Probikeshop Increases Customer Engagement and Revenue with Teradata

Probikeshop

TERADATA

Customer Overview

Since launching in 2005, Probikeshop has rapidly become a benchmark for cycling-related ecommerce. With the initial objective of making mountain biking accessible to all, the first challenge presented itself as responding to customer demand as quickly and efficiently as possible.

Probikeshop's reputation is still on the rise thanks to its ever-increasing and specialised product index, professional and efficient customer service, and swift delivery. Its online store offers a unique choice of brands and ranges.

Supported by the Swiss cooperative Migros, Probikeshop aims to be one of the star players in the European cycle game.

"Teradata has been reactive to our needs and been able to offer us a personalised solution to improve our conversion rates for our email campaigns."

– Xavier Batisse
Webmarketing Coordinator
Probikeshop

Probikeshop chose Teradata Marketing Applications to help the company reach more customers in wider markets using individualised messaging from data-driven marketing. Teradata's Digital Marketing Center enabled the retailer to give customers the ultimate in guest experience and ignite customer loyalty through individualised insights.

Challenges

- Engage inactive database
- Unify the fragmented customer experience
- Increase online revenue

Probikeshop uses a database of organically acquired contacts that are engaged with the brand and make purchases through its online store—either directly through the website or from email campaigns.

Revenue from their engaged customers is strong, but Probikeshop wanted to increase revenue by targeting the inactive members of their database with more relevant content and unifying the user experience across all channels.

TERADATA.

Teradata Solution

- Improve email creative for a unified brand experience across all channels
- Segment customer database into active and inactive contacts
- Send more individualised campaigns to active and inactive contacts, alongside business as usual emails

Revamping the email creative to unify user experience

Working with Teradata, Probikeshop redesigned the creative of all their email communications to ensure branding was consistent with the look of their website. The emails included their weekly newsletter, flash sales email, and welcome message following an online subscription.

To strengthen their unified presence across all channels, Probikeshop implemented these new templates for their European campaigns in Spain, Portugal, Italy, and the UK.

Segmenting the database to enhance engagement

Using Teradata Digital Marketing Center, Probikeshop was able to segment its database by active and inactive users so they could send more individualised content to the relevant segments.
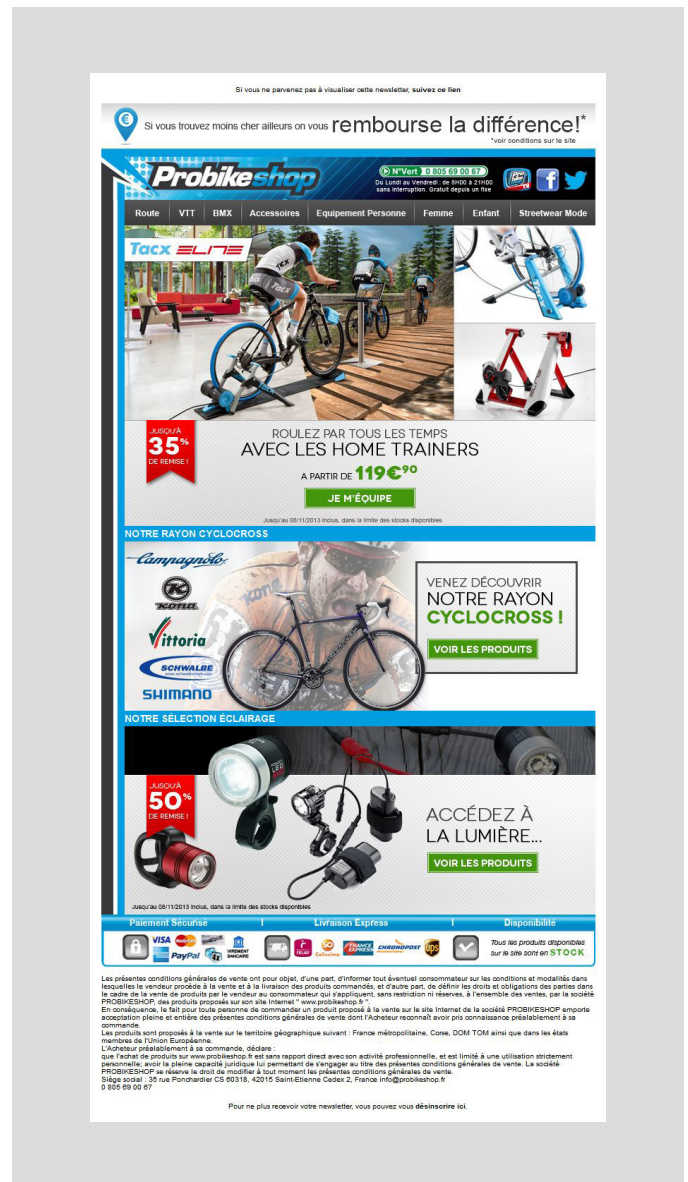
Results

- Open rates increased from 25% to over 40%
- Revenue per campaign multiplied by 1.5

Increased engagement leads to increased open rates and revenue

Working with Teradata, who manage Probikeshop's email marketing campaigns through Digital Marketing Center, Probikeshop has achieved a consistent user experience across all channels and been able to segment its audience to ensure relevant content is sent to its customers. This kind of data-driven marketing allows Probikeshop to deliver offers that leverage individualised insights for each customer in the database.

Implementing this new email strategy has helped Probikeshop to increase their email open rates from 25% to more than 40%, and multiplied their revenue per campaign by 1.5.

Power your marketing with individualised insights from Teradata

Know more about your marketing, your customers, and your business. Deliver greater marketing agility to do more with that data to improve results and drive revenue.

We power marketing.

For more information on how Teradata can power your marketing with individualised insights, please visit **marketing.teradata.com**.

TERADATA.

We power marketing.

TERADATA®