TERADATA

CUSTOMER SUCCESS STORY

PROBIKESHOP

PROBIKESHOP INCREASES CUSTOMER ENGAGEMENT TO DRIVE ROMI

DIGITAL MESSAGING

- French online store Probikeshop started working with Teradata in October 2011
- Using Teradata's Digital Messaging Center Probikeshop engages its inactive customer database to drive ROMI
- Since the campaign launched open rates have increased to over 40% and campaign revenue has multiplied by 1.5

Profile

Since launching in 2005, Probikeshop has rapidly become a benchmark for cycling on the Internet. With the initial objective of democratising MTB practice, 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.

Present not only on the MTB market from XC to DH via BMX, but also on the road market, its e-shop offers a unique choice of brands and ranges.

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

Summary

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 off the back of 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.

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.

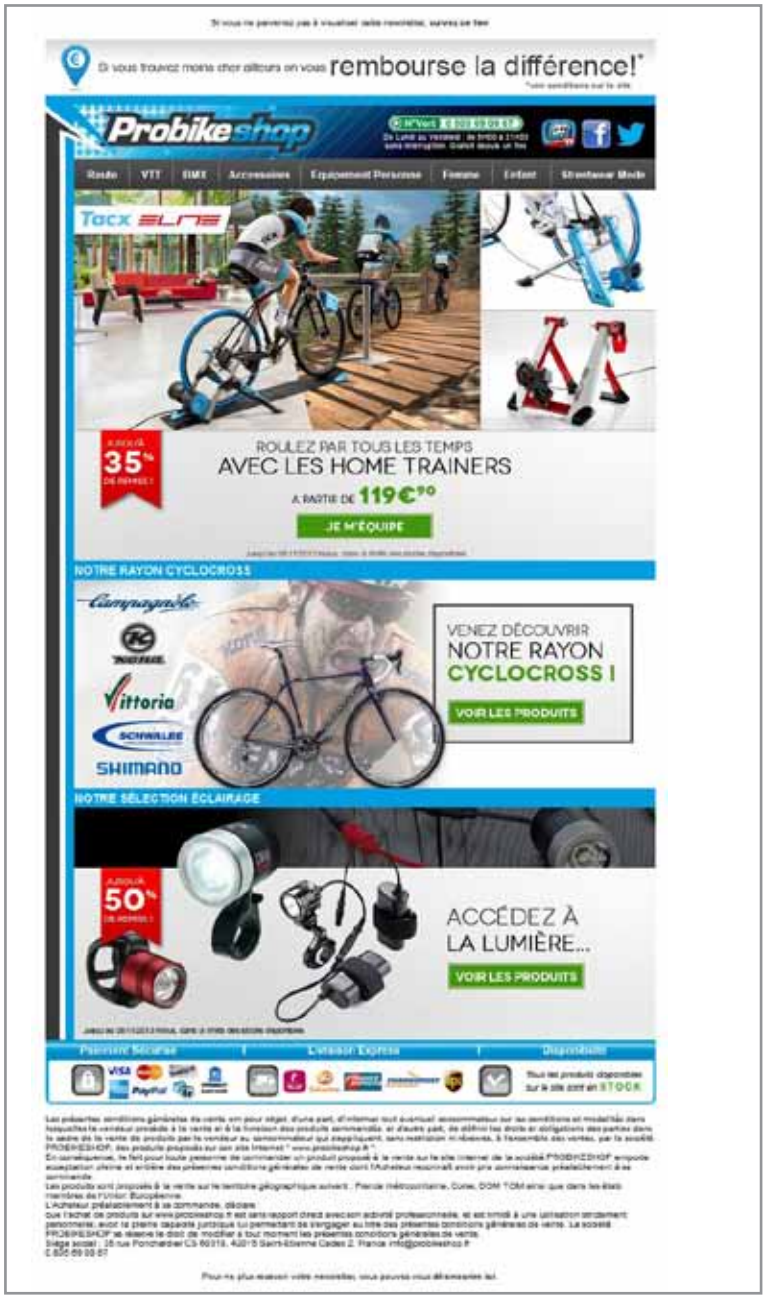
Segmenting the database to enhance engagement

Using Digital Messaging Center, Teradata's email broadcast system; Probikeshop was able to segment its database by active and inactive users so they could send more tailored content to the relevant segments.

Increased engagement leads to increased open rates and revenue

Working with Teradata and in particular Teradata's Campaign Management team, who manage Probikeshop's email marketing campaigns through Digital Messaging 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.

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.



CHALLENGES

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

SOLUTION

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

RESULTS

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

SUMMARY

Client
ProbikeShop

Country
France

Industry
Ecommerce

Website
www.probikeshop.fr

Products
Cycling equipment

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

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