

VANS ACHIEVES A 52% LIFT IN UNIQUE CLICK RATE WITH TARGETED RE-ENGAGEMENT

Vans was losing customers due to inactivation. Zeta's analysis showed that an inactive audience can make up almost two-thirds of a vendor's active database. Vans® knew that re-engaging with its once brand loyalists would be easier and more cost-effective than acquiring new consumers, so they enlisted the help of Zeta to create a strategic program that would reactivate those subscribers.

SITUATION

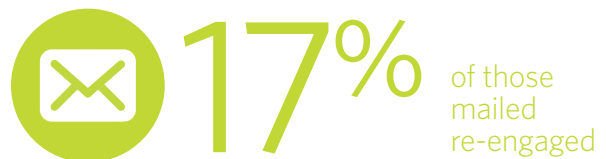
- + Restoring "At-Risk" subscribers who'd been receiving "business-as-usual" promotional mailings with no engagement in the past nine months
- + Developing creative content that would promote re-engagement

SOLUTION

- + Entice consumers who haven't interacted with the brand in over nine months
- + Develop creative content to boost clicks over a standard promotional campaign

SUCCESS

- + Vans achieved a lift of over **52%** in click rate with the reactivation-themed creative vs. the standard promotional campaign.



METHODOLOGY

Zeta research also showed that inertia in an active email database could be the result of several factors, including: seasonal purchases, gift giving, loss of interest, style changes, emails that are no longer relevant, email address changes, etc.

Zeta recommended testing a reactivation-themed approach vs. a regular promotional approach to entice consumers to re-engage. The campaign ran for three days, mailing to nearly quarter of a million of subscribers. The control group was sent a campaign around customizing snowboard boots, while the reactivation email content offered a combination of email messages sent over the previous nine months, including: Vans 50th birthday selections, new styles launched, free shipping/return offers and information on the new customized consumer products available. Zeta's team helped frame the test for success and estimated appropriate sample sizes for each creative using the subject line: "We've Missed You," for both.

Using Zeta's program "Quick Test" 30% of subscribers received the control version and the other 30% received the reactivation creative. Within a few hours after the test groups deployed the reactivation creative was the clear winner! The remaining 30%+ subscribers all received the winning creative.

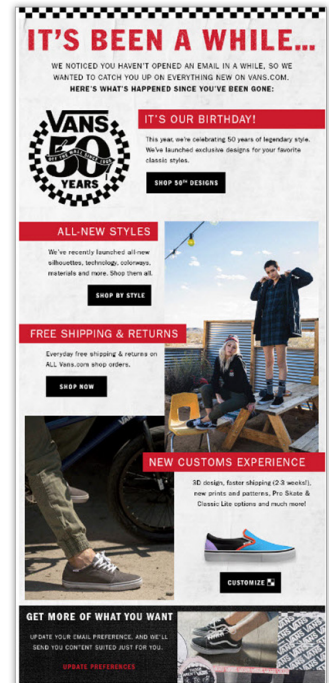
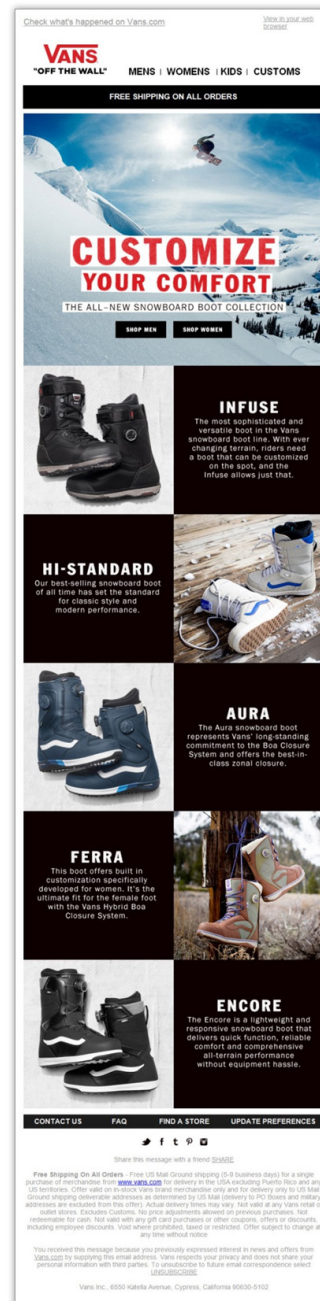
ABOUT VANS

Created in 1966, Vans® is a VF Corporation action apparel brand. Their authentic collections are sold globally in more than 75 countries, and operate more than 600 retail locations worldwide.

SL: 'We've Missed You'

CONTROL

TEST



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