

A loyalty app for a footwear retailer drives over \$55 million in sales



## About

- A nationwide branded footwear retail chain was looking for ways to enhance its existing loyalty program.
- The program was largely transactional, with over 10 million active members receiving discounts and/or monetary certificates.

## Challenge

- The retailer wanted to make the program easier to use and more rewarding, with a goal of increasing both loyalty and sales.

## Solution

- OgilvyOne identified white space in the marketplace: a lack of mobile solutions to help customers manage and claim rewards.
- To fill the gap, we worked with the client to build an app for the loyalty program that delivered not only incentives, but also personalized information on new products and styles.

## Impact

- The app rapidly exceeded initial goals and has brought in over \$55 million in revenue to date.
- Over a million downloads were reached within a year of launch, and the number continues to grow.

## Case Study

### Industry

Consumer Sporting Goods

### Area of Expertise

Loyalty Marketing

Mobile

User Experience

eCommerce

### Key Contacts

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