

Client spotlight

American Eagle Outfitters

Powering an omnichannel shopping experience
through mobile

2x

upsell in store for
customers who reserve
via app or website

Goals



[American Eagle Outfitters \(AEO\)](#), a leading clothing and accessories retailer, knows that its core demographic of customers (15-25-year-olds) increasingly look for convenience and “get it now” options in their shopping experience. The company continues to look for ways to provide its customers with a brand experience that flows seamlessly between digital and in-store. For this reason, AEO worked with Cross-Channel Marketing to enhance its mobile-enabled shopping experience, encouraging app users and website shoppers to stop by a physical store.



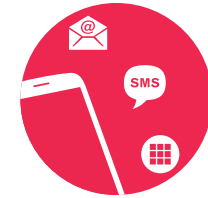
Encourage omnichannel behavior

Through extended data analysis, the retailer discovered that its omnichannel customers (those who shop in more than one channel) spend more than double the amount of customers who stick to just online or in-store shopping.



Provide flexibility

In an era when customers want to be in control of the brand relationship, AEO wanted to develop a shopping experience that gives customers the flexibility to shop exactly how they want, which requires coordination between mobile, website, email and in-store data and messaging.



Promote subscription

AEO wanted to increase its email and SMS subscription lists, along with downloads of its app, to ensure that the company was regularly in contact with its best and most loyal customers.





The solution



Reserve, Try and Buy program brings shopping to every channel



American Eagle Outfitters developed a program called **Reserve, Try and Buy** that allows customers to browse for a product on their app or website, and then reserve it to try on at their nearest store. When the item is set aside, a series of real-time email (and SMS if the customer has opted-in) messages are triggered and deployed by the Cross-Channel Marketing platform to confirm the order and announce the product's availability at the local store. These real-time messages are also enhanced with dynamically relevant content, like store hours and location information.

The Cross-Channel Marketing platform is the primary driver of the outbound messaging, ingesting real-time data updates and deploying transactional messages via email and SMS to alert customers and message them incrementally as the order moves through its different stages.



The results



The Reserve, Try and Buy (RTB) program is driving direct revenue for the brand. By encouraging multichannel behavior and up-sells in store, the brand is converting more customers into loyal, multichannel shoppers.



RTB customers purchase 2x more units

in store (on average) than the number of units they reserved on the app or website.

- ▶ **AEO was crowned the winner** of the Omnichannel Marketing Innovation Award at The 2016 Marketing&Tech Innovation Awards presented by DMNews and The Hub.
- ▶ **AEO was ranked #1** in mobile experience for apparel brands by Digital Management, Inc.

American Eagle, among fashion retailers with a millennial customer base, is doing better than most in providing a valuable in-store experience for its users...For millennials who are quick to write off features they don't find helpful, American Eagle is insightful and forward-thinking to include things like "Reserve, Try & Buy." Among its direct competitors, American Eagle is the leader of the pack.

— Digital Management, Inc., in its [2015 In-Store Mobile Experience Scores](#)





About American Eagle Outfitters, Inc.

American Eagle Outfitters, Inc. (NYSE: AEO) is a leading global specialty retailer offering high-quality, on-trend clothing, accessories and personal care products at affordable prices under its American Eagle Outfitters® and Aerie® brands. The company operates more than 1,000 stores in the United States, Canada, Mexico, China, Hong Kong and the United Kingdom, and ships to 81 countries worldwide through its websites. American Eagle Outfitters and Aerie merchandise also is available at 141 international stores operated by licensees in 22 countries.

For more information, please visit www.ae.com



About Cross-Channel Marketing

Cross-Channel Marketing is a global leader in leveraging customer data to empower insight-driven marketing through unrivaled data management, a real-time communication engine, powerful analytics, and the industry's highest-rated client services team.

Experian has been dedicated to harnessing the power of data to create opportunities for both businesses and consumers alike for over thirty years. With significant presence in the world's largest economies and a portfolio including many of today's most well-known and respected global brands, we provide enterprises with unique competitive advantages through marketing services and advanced technology. Cross-Channel Marketing is a global company that operates in 17 countries, with headquarters in New York City.

For more information, please visit www.experian.com/marketingservices or give us a call at 1 844 747 1667.