



Bass Pro Shops: Re-engaging inactive subscribers through global email insights

CHALLENGE

Bass Pro Shops, a top retailer for hunting, fishing, camping and other outdoor recreation merchandise, needed a way to intelligently interact with lapsed email subscribers in order to win back their business.

SOLUTION

To distinguish between truly inactive email addresses and subscribers who were simply not interacting with the brand, Bass Pro joined Experian Marketing Services' Email Insights cooperative, a service that helps marketers discover deeper customer insights from participating members. By overlaying global email activity data onto its current customer files, Bass Pro could maintain its positive sender reputation by avoiding truly inactive email addresses. Additionally, the insights allowed the brand to identify the subscribers who represented the best opportunity for re-engagement.

"Having dealt with groups that monitor and can block IP addresses if they believe emails are being sent improperly, we were very hesitant to mail our inactive file," explains Todd Jones, Manager of eCommerce Marketing at Bass Pro Shops. "But we also didn't want to lose the interaction with those customers. By using Email Insights in conjunction with our internal data, we were able to reengage customers that had not interacted with our emails for an extended period of time."

From there, Bass Pro further segmented this list of re-engagement targets by past purchase behavior, splitting the list into three categories (Fishing, Hunting and Camping) based on the subscriber's primary interest. Each subscriber was then targeted with category-specific messaging in a two tiered approach that increased the value of the offer with each subsequent message.

"By using Email Insights in conjunction with our internal data, we were able to re-engage customers that had not interacted with our emails for an extended period of time."

— Todd Jones, Manager of eCommerce Marketing at Bass Pro Shops

RESULTS

By intelligently reengaging inactive customers, Bass Pro received a response rate of 9% for the first reactivation mailing, followed by 4% for each subsequent mailing. These subscribers were then added back into Bass Pro's active mailing program, safely strengthening their relationship with the brand.

Create your own data-driven reactivation strategy.

Learn more by calling (877) 902-4849 or email experianmarketingsolutions@experian.com.

Reengaging subscribers with category-specific messaging with a two tiered approach

| | Send one | Subject line | Send two | Subject line |
|---------|---|---|--|--|
| Default |  | Don't wander off on us just yet... |  | \$10 off of \$100 at Basspro.com |
| Fishing |  | Catch and Release does not apply to email... |  | We're reelin' and dealin' \$10 just for you! |
| Hunting |  | We're pretty fawn'd of you. Please come back! |  | We bagged a big one. 10 bucks just for you! |
| Camping |  | Let's rekindle the flame. |  | \$10 off \$100 at Basspro.com |