



Targeting Customers by Lifecycle Yields Nike Hong Kong Growth in Engagement

How Segmentation and Automation Drive Personalization

Nike Hong Kong Success at a Glance

Nike Hong Kong wanted to deepen their relationship with customers through better segmentation, automation, and customer lifecycle tracking.

As a fashion retailer specializing in athletic footwear, apparel, and accessories, Nike is one of the most recognized brands in the world. With regional head offices around the globe, the company is poised to fulfill the demands of their customers wherever they are, and the Hong Kong office is no different.

Nike Hong Kong has been very successful, but changes in the market affect everyone, no matter how large you are or how long you've been in business.

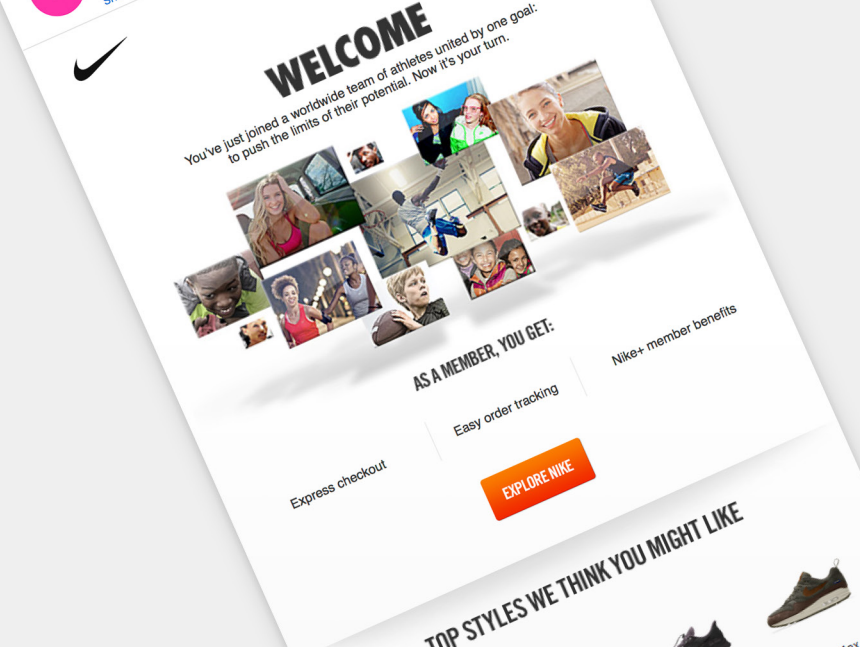
Staying at the top of this list of brands would mean stepping up the interaction with customers, and the best way to do that was by increasing personalization, starting with the number-one revenue-generating channel – email.

540 targeted

communications sent per month

“The beauty of the Emarsys marketing platform is that it always provides an actionable next step for the client to run its automated marketing campaign.”

— Jade Lau, Digital Commerce Senior Manager, Nike Hong Kong



The Challenge

Without customer lifecycle tracking, it was impossible for Nike HK to treat their audience as anything more than one large herd. Nike HK is proud of their history, but even this well-known brand recognized that the power structure of the market had shifted away from the brands in favor of customers who decide when the purchase will take place, how much incentive is necessary, and which channels and devices are preferred for browsing and purchasing.



Manual Segmentation Takes Forever

With a huge contact database, Nike HK understood that to really engage existing customers as well as new customers, the brand had to treat them as individuals, but it's terribly difficult to personalize without a way to track real-time customer lifecycles. Worse, it's impossible to launch personalized campaigns when you have to manually segment your audience.



Hard to Engage Customers Without Knowing Their Lifecycle Stage

Nike HK had hundreds of thousands of customers with a purchase history, but not every customer was in the same situation. Each needed her own approach, and Nike HK couldn't do this without breaking customers down into purchase lifecycle groups, like first-time buyers, inactive, and defecting. The problem, though, was that Nike HK had never launched a lifecycle campaign.

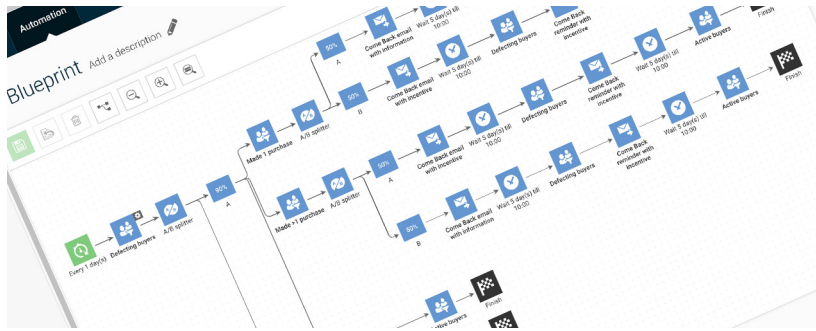


Finding the Right Marketing Technology Partner

Trying to figure out the best marketing technology solution is a daunting task for the marketing team, especially when you're consumed by daily campaign execution. You have to assess dozens of third parties, and your partner needs to prove early on that they understand your audience and have strategies for engaging them. After years of relying on the advice of traditional agencies, Nike HK needed a new partner who could help them segment better, guide them through automation, and be available in real time throughout implementation.

The Solution

Where the decision-making process had included a lot of guesswork before, now the brand could ground campaign decisions in data, using a powerful analytics tool called **Smart Insight**. The analysis then led the brand to learn what worked and what didn't and apply those insights to future campaigns.

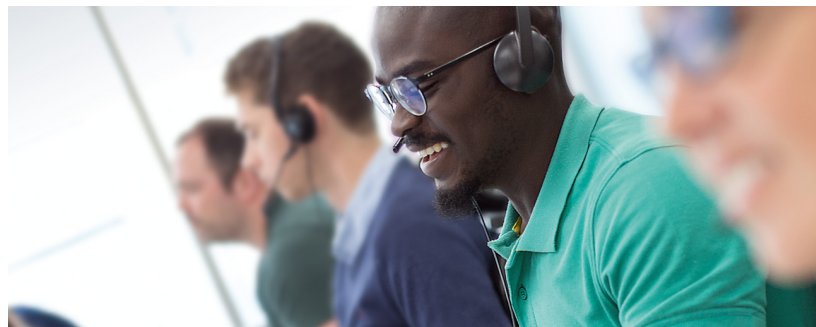


Segment and Automate

Breaking the audience into logical groups allowed Nike HK to engage on a much more relevant level with customers. The brand also found automation to be user-friendly, saving Nike HK huge amounts of time that they used to spend manually building ad-hoc campaigns.

Know Where Your Customer Is in the Buying Lifecycle

A brand can best personalize their interaction with customers when they know what an individual has bought in the past, as well as which channels or devices they prefer to shop with. Emarsys delivered that capability to Nike HK with lifecycle campaign creation and tracking built right into the platform. This was no small improvement. Before Emarsys, Nike HK had no lifecycle campaigns. None. Post-partnership, the brand launched 10 campaigns.



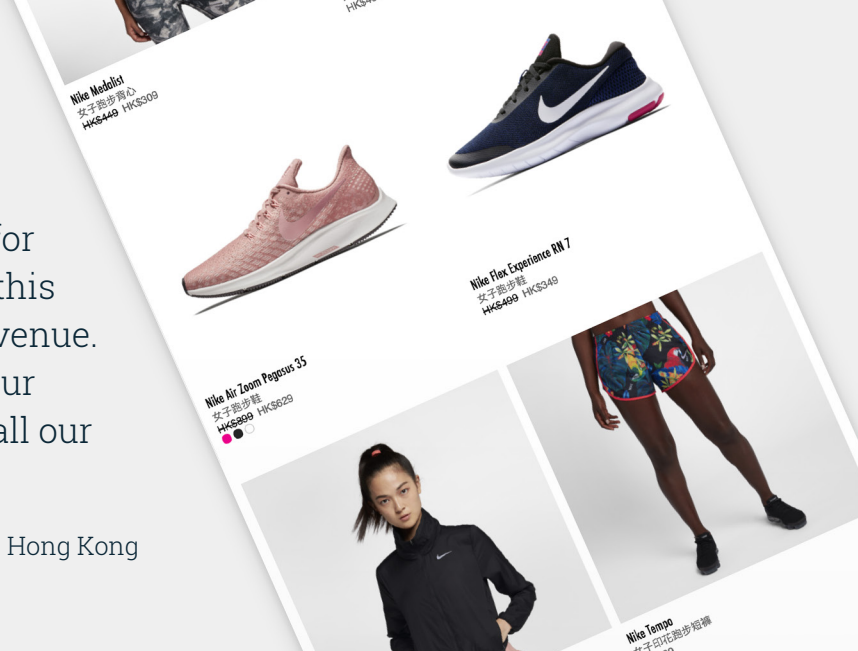
Outstanding Support When You Need It

Any vendor that claims implementation will be painless is a company you don't want to work with, but just as crucial, not every vendor can back up the support promises they make. This was not the case with Emarsys. The level of committed support Nike HK received during the initial pitch and implementation, including demos, training, and testing, was substantial compared to competitors.



“We are particularly proud that we could utilize our database and run campaigns on local sports moments, for example, the Hong Kong Marathon – this contributed a significant portion of revenue. We are looking to create and expand our customer unified profiles by bringing all our sources into the Emarsys platform.”

– Jade Lau, Digital Commerce Senior Manager, Nike Hong Kong



The Results

Email revenue grew beyond expectations, lifecycle campaigns performed well right away, and every time there was a snag in implementation, Nike HK would contact Emarsys services and get the problem resolved, within hours, not days.

Automate More, Guess Less

Emarsys' **Automation Center** saved Nike HK from spending valuable time manually building campaigns, but the tool did something even more important: Nike HK can now engage their customers better than ever before with ad-hoc campaigns. The audiences are more targeted, resulting in high engagement and conversion rates as well as a 32.5% increase in site visits.

Lifecycle Data Feeds Recommendations

Remember, Nike HK had no lifecycle campaigns before working with Emarsys. Today, they're launching Welcome, Birthday, Abandoned Cart, and Browse Abandon campaigns, and the conversion rate for these has shot up 110%. Nike HK has moved on to using **Predict** to deliver real-time personalized product recommendations based on customer behavior.

Implementation Support Is Only the Beginning

Implementation is often a start-and-stop process of integrating new tools with existing ones. Brands fear that when something goes wrong, they won't be able to get real-time help or that support requests will come at a cost. However, in Nike HK's case, service from the Emarsys support team, strategic services, and client success drove up adoption and took the marketing strategy to the next the level.

+32.5%

website visits

+110%

automation revenue

+10

lifecycle campaigns up from 0



Nike, Inc. fosters a culture of invention. We create products, services and experiences for today's athlete while solving problems for the next generation. We believe diversity and inclusion drives innovation. And if done effectively, managing diversity and working together can lead to a competitive advantage. Nike requires a broad base of suppliers that actively and significantly support our business requirements, and positively reflect the world in which we live and work. Through our strategic sourcing initiatives, we have also begun to reduce Nike's footprint and lessen our impact. We're committed to increasing the purchase of sustainable products. For more, visit **Nike**.



Emarsys is the largest independent marketing platform company in the world. Our software enables truly personalized, one-to-one interactions between marketers and customers across all channels – building loyalty, enriching the customer journey, and increasing revenue. This enables companies to scale marketing decisions and actions far beyond human capabilities.

Since 2000, Emarsys has helped over 1,500 brands in over 140 countries to connect with 3 billion customers around the world. Each day, we deliver more than 350 million personalized interactions across email, mobile, social and web, leading to millions of daily purchase events on our software. Learn more at **emarsys.com**.