



How Nike Hong Kong Delivers Relevant 1:1 Customer Engagements to Accelerate Revenue

Within 90 days:

+49%

Open Rate

+28%

Average Order Value

+9%

Number of Orders

+4%

Revenue



“

Emarsys has been a trusted long-term partner with us. With its strategy and powerful solutions, we have successfully built a meaningful relationship with athletes* and continually strive for our goal to make sport a daily habit.”

Isaac Lai, Assistant Manager, Marketing Science, Nike

The Business

Nike is one of the most recognizable and influential brands across the globe. The business spans across six stores in Hong Kong (HK), making it a playground for agile and innovative customer experiences such as HK-specific campaigns and online-to-offline experiences.

The Outcome

Nike HK wanted to engage their customers on a deeper level by scaling personalized engagements, allowing the business to improve customer experiences while increasing revenue and margins from each customer.

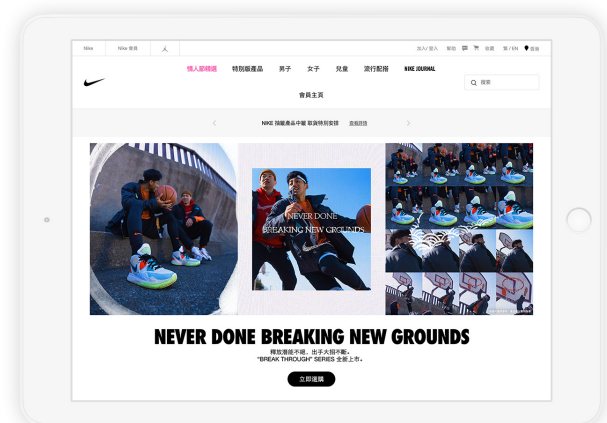
The Challenge

Because of data silos in the organization, Nike HK was unable to optimize their marketing budget, demonstrate an in-depth understanding of their customers, or identify targeted audiences to launch campaigns. During promotional periods, they were limited to sending batch-and-blast emails with one-size-fits-all content that lacked any sort of relevancy or personalization for their customers. Nike HK needed a more sophisticated understanding of their customers' purchasing habits and behaviors, and they needed a solution to help them gain the insights necessary for improving conversion and brand advocacy.

The Solution

With the Emarsys customer engagement platform, Nike HK could access complex customer and product insights and data, enabling them to make informed decisions on who to target and drive customer loyalty.

- Fuelled by marketer-friendly AI, Nike HK was able to scale their operation and effectively segment their customers using first-party data, and build automation programs that target customers based on purchase behaviors, churn rates, and lifecycle stage. This allowed Nike HK to target the right audience with the right message, increasing purchase rates by 8%. For example, if the AI determined that a customer was more likely to purchase in-store, that customer would receive communication encouraging them to visit and shop at the nearest Nike store.
- With Emarsys, Nike HK gained a deeper understanding of customers based on levels of engagement, brand loyalty, purchase motivations (i.e., if they were buying Nike products for functionality or lifestyle purposes), and product affinity. With these customer insights, Nike HK could specifically target their audience with highly relevant content during key holiday campaigns such as Christmas and Lunar New Year.
- The brand was able to use Emarsys to better understand and report on their customers, which allowed them to remain agile and nimble in their ability to respond and communicate to customers proactively based on their next-predicted behaviors.
- Nike HK started delivering personalized and relevant messages to loyal and non-loyal members, with content specific to the customer's status from a single campaign, without having to duplicate efforts. This helped the brand send the right messaging to the right customer more quickly and easily during promotions, eliminating the need for indiscriminate discounts to all customers and helping protect margins.



The Result

By Implementing Emarsys, Nike HK was able to drive the following results within 90 days.

- Increased open rates by 48.8% with personalized email campaigns for their loyal and non-loyal customers
- Improved average order value by 28% by accurately segmenting audiences based on likelihood to convert, potential to spend, and engagement intent
- Increased number of orders by 8.78%
- Increase revenue by 3.7% YoY from offline-to-online promotion

