

## Title Nine increases personalized email campaign revenue by 200%

### The opportunity

Title Nine is a women's apparel company founded in 1989, long before athleisure became a lifestyle and leggings became the new jean. Powered by everyday athletes and fitness fanatics, Title Niners are passionate about their brand and the impact that sports, fitness, and adventure has on women's lives and the lives of their customers. Title Nine is a privately-held, woman-owned company headquartered in Emeryville, California with 21 retail stores in 10 states, and online at [www.titlenine.com](http://www.titlenine.com).

"We wanted to be able to better leverage the power of our database to increase the identification of our online visitors, both existing and prospects," says Will Kuehn, Director of Data Analytics at Title Nine. "We needed an integrated mechanism and service to expand our ability to follow up when they left without making a purchase. Conversion rates for targeted triggered email are extremely high in comparison to regular email, and by not following up in a personalized way, we were missing valuable opportunities to close the sale and strengthen customer experience."

### The solution

Recognizing 4Cite's superiority in the industry for identifying website visitors, Title Nine signed up for 4Cite's Abandoned Cart and Abandoned Browse triggered email programs. "The ability to personalize email and other marketing efforts relies on how many web visitors can be accurately identified," says 4Cite Senior Vice President Jack Sturn. "Our proprietary technology consistently identifies more visitors than our competitors – often up to 200% more."

4Cite now identifies Title Nine website visitors by email address, including many who have not yet opted-in to their email program. When these visitors



leave the site without making a purchase, opt-ins – and others permissible to email through the 4Cite Data Network™ – receive a triggered email campaign with personalized content and offers. Because 4Cite interfaces with all major ESPs and platforms, there was no need to change service providers. 4Cite also helps Title Nine optimize email results by testing static creatives vs. dynamic creatives, static subject vs. dynamic subject lines, timing, number of touches, and other factors that impact email open rates and conversions.

Title Nine next retained 4Cite to expand the reach of their email programs by acquiring more opt-ins. 4Cite's Customer Acquisition program now automatically displays a Sign-Up lightbox to website visitors who are not already on Title Nine's email list, triggering a Welcome email campaign when they sign up. Advanced email verification and inbox validation measures ensure that email addresses are valid before accepting them. Again, 4Cite helps optimize results by testing various promotional offers versus no offer.

Most recently, 4Cite tailored the Customer Acquisition program to further meet Title Nine's needs through POS (point of sale/retails stores) and Events email

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acquisition whereby store associates use tablets to interact with customers and acquire new email addresses.

## The result

“In the first month of using 4Cite’s Abandoned Cart and Abandoned Browse personalized triggered email programs, we saw significant growth in our email engagement and conversion rates resulting in a 200% increase in revenue from the personalized campaign,” says Mary Brown, Director of Ecommerce at Title Nine. “Moreover, 4Cite’s Customer Acquisition program resulted in a 250% lift in web visitors signing up for email and a 50% lift in store-based acquisitions.”

“Title Nine is a progressive company that has a loyal customer base,” says Sturn. “But, to maintain that loyal following, Title Nine understands that it must utilize the data and technology it has at its disposal to maintain its position of relevance in the consumer’s mind. The company is pulling the right levers in its people-based marketing efforts by growing its file and knowing its customer base at scale so personalized offers can be made, and loyalty grows ever deeper.”

