

Hotter Shoes: Expanding digital efforts to make a footprint in the U.S.

The challenge

The largest shoe manufacturer in the U.K., Hotter Shoes, is a true multichannel marketer that sells footwear online and through its 77 retail stores and in more than 200 independent retailers across the country. With product innovation and world-class production facilities making the brand a household name in the U.K., the company turned its focus to international expansion, with special attention on continued growth in the U.S. Knowing eCommerce would be essential to reaching across the pond to strengthen its footprint in the U.S. market, Hotter partnered with 4Cite for people-based marketing that personally engages potential customers, converts them to sales and wins them over for life.

“We’re new to the U.S., so first impressions are everything,” says Hotter Shoes Omnichannel Director Victoria Betts. “4Cite helps us identify new consumers, driving them to our website and providing a seamless and personal shopping experience that turns consumers into customers. The future belongs to customer-facing brands that understand and meet the needs of their customers, and 4Cite gets it.”

The solution

To introduce more U.S. consumers to Hotter’s passion for, and dedication to, delivering stylish and comfortable shoes, Hotter turned to 4Cite. The 4Cite Data Network™ immediately identified more website visitors, feeding this data to 4Cite’s Consumer Insights & Interaction Hub™ to optimize consumer interactions with real-time, personalized offers and recommendations that drive sales and build brand loyalty.

4Cite established a triggered email program that targets shoppers who visit the Hotter Shoes website and those shopping elsewhere. Triggered emails are prompted for abandoned cart, abandoned browse and previously browsed items that are ‘Now on Sale’ even when shoppers are not logged into the site.



4Cite’s unique Shopping Elsewhere™ technology also re-activates customers who had stopped engaging with the brand, sending email at the very moment they are opening other marketing emails or browsing other retail sites. By reaching out when inactive customers are in “shopping mode,” reactivation rates have greatly increased.

“We pride ourselves as a company that speaks directly to its customers and listens for feedback,” says Betts. “We understand the importance of personalized engagement, and 4Cite helps us take it to the next level. Because we engaged 4Cite, we were able to identify and attract new shoppers to our website and then engage them with personalized offers that moved them to purchase.”

The result

Hotter Shoes’ triggered email program has exceeded expectations, realizing \$70,000 in sales – in just eight months – from shoppers who either weren’t receiving or opening emails prior to engaging with 4Cite. Moreover, more than \$1 million in sales are now attributed to customers who received triggered emails that prompted sales from the abandon cart, browse and ‘Now on Sale’ programs.