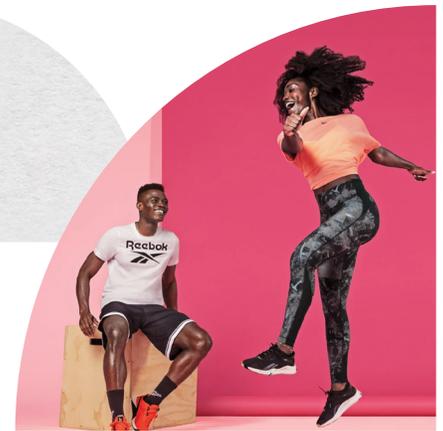


Reebok Uses Machine Learning Built Into Monetate to Adapt to Changing Customer Intent Across Seasons



Overview

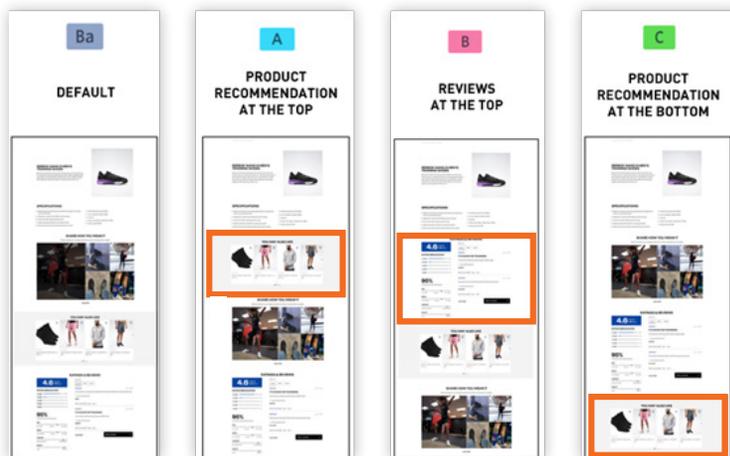
Reebok has a lofty goal: to become the most personalized sporting goods brand in the world. To achieve this, the company partnered with Monetate to leverage rich customer insights to deliver scalable personalization to shoppers.

With the help of Monetate, Reebok created three different personalization experiences that achieved notable results:

- **4.2% lift** in RPS (Revenue per Session) over Black Friday 2020
- **5.5% increase** in ATC (Add-to-Cart Rate)
- **12.2% improvement** in CTR (Click-Through Rate)

Using segmented experiences and Monetate's Automated Personalization capability, Reebok drove better customer experiences and also gained valuable insights about different customer segments that will help drive strategy and improve business results in 2021.

VARIANTS





We worked with Monetate to deliver personalization across the different parts of the customer journey. An explicit learning of our efforts is that delivering better customer experiences results in direct improvements to key metrics.

MARCO FAZIO

*Global Manager
Conversion
Optimization, Reebok*

AUTOMATED PERSONALIZATION Uses machine learning to deliver the most relevant experience to each visitor, no matter the channel. Using Automated Personalization, Reebok combined their customer and third-party data with Monetate's out-of-the-box behavioral targets to deliver hyper-personalized shopping experiences at scale. content and messaging personalization.

“We worked with Monetate to deliver personalization across the different parts of the customer journey. An explicit learning of our efforts is that delivering better customer experiences results in direct improvements to key metrics,” said Marco Fazio, Global Manager Conversion Optimization at Reebok.

Background

Creating Personalized and Valuable Customer Relationships With Automation

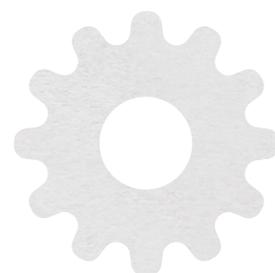
With millions of customers around the world, Reebok knew that cookie-cutter messaging and marketing wouldn't help them meet their goal of becoming the personalization leader in their category.

So, Marco Fazio identified three main objectives they'd need to meet in order to drive deeper onsite engagement, create more valuable customer relationships, and achieve their ambitious goal:

- 1 Double down on AI to predict consumer intent and drive personalization at scale**
- 2 Create a one-to-one journey that is relevant and consistent across all touchpoints**
- 3 Use explicit and implicit consumer data effectively from various sources**

Rather than continue to focus on individual channels, Reebok's teams collaborated to better understand how to personalize experiences across digital channels.

Reebok leveraged Monetate's market-leading personalization platform to deliver three different customer experiences, each designed to personalize key elements of their site:





Reebok's ambition is to become the most personalized sports brand in the world by scaling custom experiences that are relevant and consistent across all touchpoints.

CHRISTIAN HUBER
Global Director Digital Experience, Reebok



EXPERIENCE 1:
Unique Homepage Carousels During Holidays

Unique gift experiences delivered on the homepage during key shopping seasons



EXPERIENCE 2:
Personalized Product Pages

Dynamic product pages designed for each customer



EXPERIENCE 3:
Homepage Tailored for Returning Visitors

Personalized homepage experiences for returning visitors powered by data science

"It was important for us to have a data strategy that used both explicit and implicit insights to find the sweet spot between delivering what the customer would like to see and inferring what would be best to show them and personalizing the experience accordingly," said Marco Fazio.

Looking to the Future

With each personalized experience, Reebok was able to increase performance and customer insights, creating a positive cycle that will drive continued improvement. Additionally, learning how to optimize experiences in one market allowed Reebok to roll out the same personalization strategy in a variety of other regions, significantly increasing their performance to truly capitalize on the ROI afforded from the experiences.

In order to get the most from automated AI-driven personalization and to recreate some of their hard-earned successes, Reebok recommends that brands:

- **Use their data** - From loyalty and CRM data for previous customers to search and on-page behavior.
- **Collaborate across teams and channels** - Bring design, data and web, and mobile teams together to share goals and learnings.
- **Achieve scale with automated personalization** - By feeding data and design into the Monetate platform, less manual labor is required to achieve increased performance at scale.

