



Gander Mountain Hits the Mark with Targeted Email



GANDER MOUNTAIN USES: Email Alerts, Email Recommendations

About Gander Mountain

For decades, Gander Mountain has been a leading provider of wilderness gear for outdoor enthusiasts. In 2008 the brand took the outdoors online with the launch of its website and email program. After establishing a strong relationship with its email service provider, Gander Mountain determined it was time to take a more targeted approach with Magnetic personalized email. The team was amazed by the results from Email Alerts, and has since enjoyed the increase in traffic, loyalty, and revenue, among other benefits, they have achieved. Dan Owens shares the story of how Gander Mountain gears up for success.

Campaign Goals

- Drive an increase in email revenue, in a manner that would not drive spend up considerably
- Increase overall site traffic by getting customers to return
- Supplement internal email marketing efforts with a different perspective

24% Lift in Open Rate

37% Lift in Conversion Rate

36% Lift in Click Through Rate

Selecting a Proven Partner - Why Magnetic?

- **Maximizing Results:** When asked how Email Alerts have benefited Gander Mountain, Owens explains, "They've increased traffic, loyalty, and revenue. They're simple and maintain our overall look and feel as a company... We're also seeing a higher than average AOV for the Magnetic alerts ... and most importantly [they] bring customers BACK to the site."
- **Selecting a Proven Partner:** "Magnetic's relationship with our ESP, Bronto, made the decision easy...primarily due to its ease of install and the ease of use," says Owens. The solid partnership between Magnetic and Bronto was not only an incentive to combine forces, but it has also made implementation and the running of tailored email campaigns "seamless."
- **Committed Partnership:** Owens called Magnetic "one of the easiest vendors I've ever worked with." With "suggestions, ideas ... and some great advice on new trends" at their disposal, the Magnetic client success team has been a great asset to Owens and his team. Additionally, Owens enjoys the capability to track the effectiveness of their email campaigns, saying "The reporting we get from Magnetic is EXACTLY what we need...easy to read, concise, and accurate."

Results

- 24% lift in open rate over the industry average
- 37.5% lift in conversion rate over industry average
- 36.1% lift in click through rate compared to industry average
- 3.8% of revenue influenced by alerts

"Like most large retailers, our marketing and IT departments are stretched pretty thin, and time for lengthy projects comes at a premium. We wanted to move forward quickly, efficiently, and without the additional costs sometimes attributed to projects like this. Mission accomplished."

*- Dan Owens
Senior Marketing Manager, Gander Mountain*



Contact us today at info@magnetic.com
to learn more about our marketing solutions.