



Magnetic Increases Site Sales for Skechers via Personalized Email Alerts

SKECHERS

SKECHERS USES:

Email Alerts, Email Recommendations

About Skechers

SKECHERS USA, Inc, is an award-winning global leader in the lifestyle footwear industry. Headquartered in Manhattan Beach, California, the company designs, develops and markets lifestyle footwear that appeals to trend-savvy men, women and children. A billion-dollar company, SKECHERS' success stems from its high-quality, varied product offering, diversified domestic and international distribution channels, and cutting-edge print and television advertising.

Business Challenges and Goals

- Build customer loyalty
- Stay top-of-mind with customers
- Promote its shoes and apparel
- Add personalization without any risk

24% Email Open Rate

7.8% Email Conversion Rate

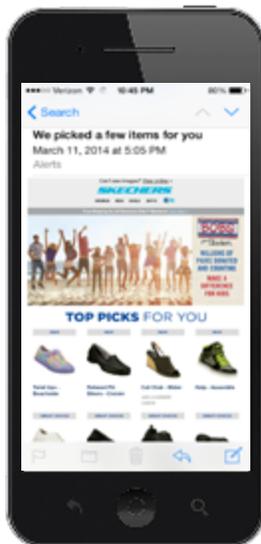
15x Return on Marketing Spending

Solutions

- **Great Results With No Upfront Investment:** Magnetic provides a pay-for-performance, on demand, web-based service.
- **Automated and Cost-Efficient:** SKECHERS provided the feed and some creative style sheets, and Magnetic did the rest. According to the VP of Direct Marketing & Ecommerce, "Magnetic is a very easy-to-use service." The program is so cost-efficient SKCHERS is seeing 15 times return on marketing spend.
- **Know & Serve Customers Better:** Magnetic continuously deepens and augments customer profiles by monitoring each individual's behavior on the site and their response to email.

Results

- 25% Open Rate
- 7.8% Conversion Rate
- Less than 0.5% Opt-Out Rate
- 15x Return on Marketing Spend



"We're sending them personalized emails with information on new arrivals, in-stocks, and sales on shoes and apparel they care about. The overriding goal of the program is to increase sales on skechers.com, and Magnetic clearly helps us do that."

– Vice President of Direct Marketing & Ecommerce



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