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Betabrand's Repeat Purchase Rate Per Customer Grows 42 Percent With Sailthru

Nearly two-thirds of retailers cite increasing repeat purchases as a critical priority for 2016. Betabrand achieves success through personalization and other high-impact strategies.

NEW YORK – May 11, 2016 – [Sailthru](#), the leading Customer Retention CloudSM for the world's top retail and media companies, today announces a 42 percent increase in repeat purchase rates as well as measurable increases in email revenue and purchases for its retail partner Betabrand, the crowdsourced online clothing community and Internet Retailer's Top 1,000 retailer.

Betabrand needed a personalized approach to retain customers and promote loyalty in order to generate more revenue. The digital retailer leverages its community to crowdsource new ideas and designs, turning fan favorites into top sellers. Before Sailthru, Betabrand was challenged by limitations found in other marketing clouds.

"We wanted a technology that is quickly actionable and something that wasn't going to require 47 engineers to manage in order to be successful," said Aaron Magness, Betabrand CMO. "Sailthru stepped up pretty quickly as being the right platform. Sailthru is really an extension of our team; they're committed to driving the success of our business and it's a benefit of working with Sailthru that others simply don't provide. Before Sailthru we did not have all key offerings under one roof: customer data, cross-channel personalization, testing, predictive analytics and long-term analysis. With Sailthru, we're able to leap forward in our sophistication, which results in meaningful increases in key retention metrics."

Betabrand relies on Sailthru's retention solution to impact the metrics that matter most for retailers. Repeat purchases remain one of the key drivers to increasing customer lifetime value. This specific metric has been a focus for the Betabrand team as they look to increase their loyal customer base through strategies including personalization based on customer behaviors and interests; post-purchase engagement; winback messaging; and cart recovery programs.

According to a Q1 2016 survey fielded by Sailthru to more than 250 ecommerce and retail professionals, nearly two-thirds of marketers list increasing repeat purchase rates as a crucial goal for 2016. To support this goal, Sailthru recently released a [Best Practice Guide to Increase Repeat Purchase Rates](#). The guide details strategies and tactics prioritized by Betabrand and other Sailthru customers including JustFab and Rent the Runway to help all fashion, apparel and specialty retail brands increase repeat purchase rates to drive profitable growth.

"Customer retention remains a critical focus for many fashion, apparel and specialty retailers," said Neil Lustig, Sailthru CEO. "Betabrand's unique challenge is its new roster of products launched each day, making personalization essential for retention and the ability to continually increase revenue from

existing customers. With Sailthru, Betabrand taps into machine-learning to deliver custom content for customers based on their historical shopping, browsing and email habits, allowing their marketers to deliver personalized experiences at scale.”

About Sailthru

The Sailthru Customer Retention Cloudsm helps modern marketers at leading retail and media companies build deeper, longer-lasting relationships with their customers. Sailthru personalizes individual customer experiences across digital communication channels – in email, on a brand’s website and in their mobile applications. Sailthru-powered 1:1 relationships with consumers help drive higher revenue, improve customer lifetime value and reduce churn for the world’s most innovative publishers, including The Economist, Business Insider and Mashable, and the world’s fastest growing ecommerce companies, including Rent The Runway, JustFab and Alex and Ani. Founded in 2008, Sailthru is headquartered in NYC, and backed by an exceptional group of investors, including Benchmark, RRE Ventures, DFJ Gotham, Scale Venture Partners, and AOL Ventures. For more information, please visit www.sailthru.com.

About Betabrand

San Francisco-based Betabrand is a crowdfunding clothing company that releases new designs daily from designers all over the world. Notable inventions include: [Dress Pant Yoga Pants](#), [Executive Hoodies](#), [Gay Jeans](#), [Space Jackets](#), [Paparazzi-fighting fashion](#), [Black Sheep Sweaters](#), [Poo Emoji Dresses](#), [The Suitsy](#) and [many more](#).

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