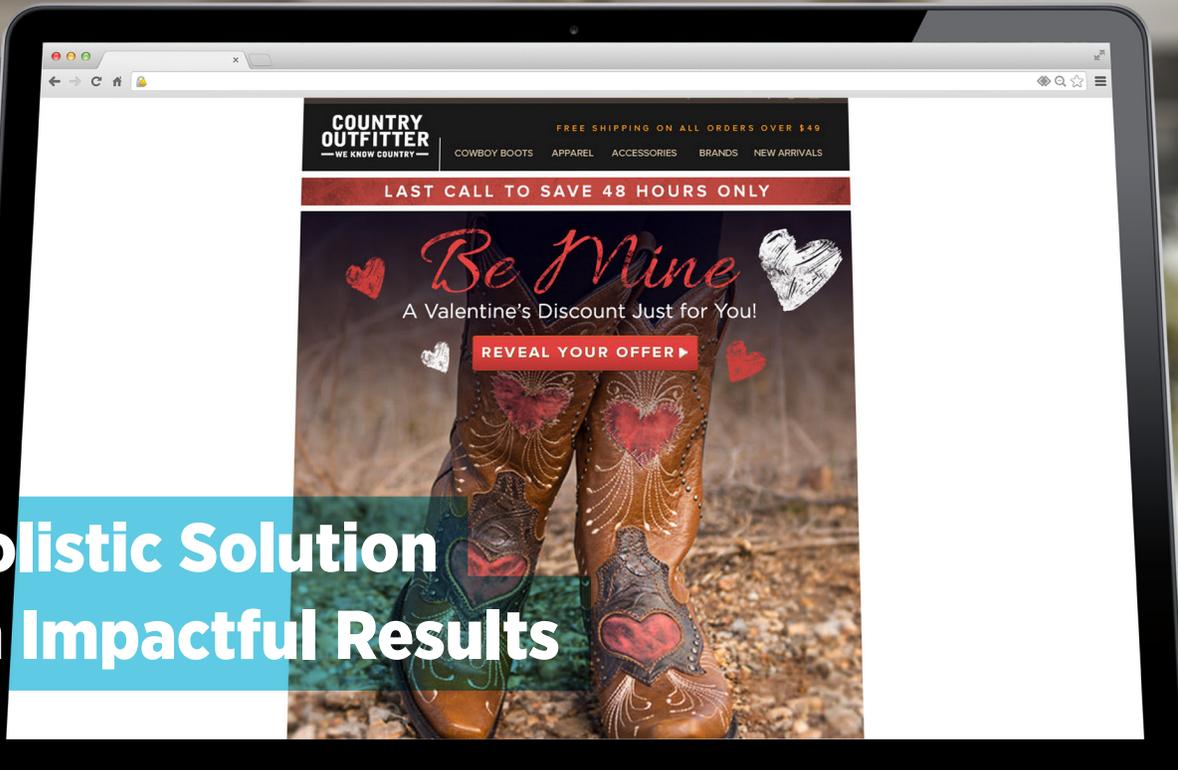


**SAILTHRU**



**ACUMEN BRANDS**  
**CASE STUDY**

## A Holistic Solution with Impactful Results



CLIENT



ACUMEN BRANDS

BRAND

**COUNTRY  
OUTFITTER**  
— WE KNOW COUNTRY —

Arkansas-based Acumen Brands operates a portfolio of eCommerce sites in an array of industries: work apparel, medical scrubs and country lifestyle brand, Country Outfitter. Country Outfitter is a leading boot, handbag and apparel retailer with nearly 8.5 million fans on Facebook. The brand has experienced rapid growth over the past few years, quickly becoming a household name in country apparel and innovative digital strategy.

When Acumen Brands and Sailthru began their partnership in 2013, Acumen's paid acquisition strategy for Country Outfitter was already a well-oiled machine. Country Outfitter had conducted robust cohort analyses that equipped them to quickly predict the long-term value of a new email address and to optimize their bidding strategies. As their paid search program grew, Country Outfitter sought not only to take analysis a level deeper, but also to improve the longer-term engagement propensity and customer lifetime value (CLV) of every unique customer.

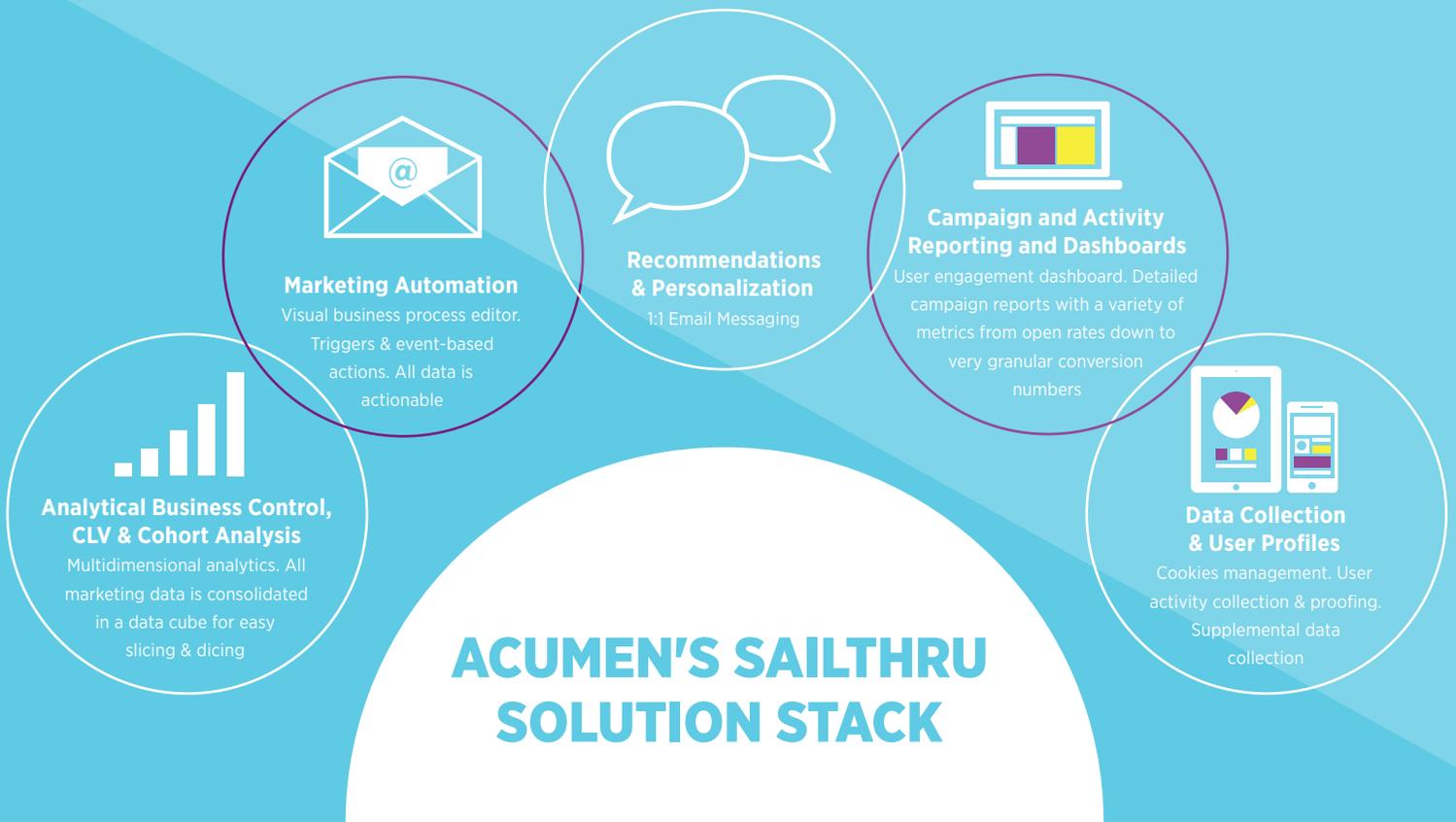
By focusing on the core mechanics of their acquisition program and building valuable relationships with existing customers, Country Outfitter positioned themselves to spend advertising dollars more efficiently and, ultimately, drive more revenue.

### One Powerful Integrated Platform

On top of managing several marketing solutions such as an email service provider (ESP) and a data analysis system, Acumen still needed a recommendation engine. Plagued by the stresses of piecemeal solutions, they began to search for a platform that could handle each pillar of their marketing strategy.

In making the switch to Sailthru, Acumen was able to replace their legacy email and analytics tools with a comprehensive solution to power email, data, and personalized recommendations all under one roof.

The benefits for Sailthru's single solution platform versus multi-vendor integrations eliminated major project delivery risks and allowed Acumen to immediately jump-start their two year marketing roadmap.



## Personalization & Customer Interest Tracking

Country Outfitter sought a platform that could handle large amounts of data and make true 1:1 messages possible, at scale. More specifically, they wanted a technology for 360° customer profiling and multi-channel personalization. Leveraging robust user profiling, Country Outfitter has been able to restructure their marketing strategy to what they call their “Behavioral Approach.”



### The 360° User Profile

Sailthru’s proprietary user profiles enable Country Outfitter to understand each consumer at an individual level and deploy 1:1 targeted products to them in real-time. For example, if a customer is browsing actively on CountryOutfitter.com without recently making a purchase, Sailthru can automatically send that customer a message with a recommended product mix catered to their unique interests.



### The Behavioral Approach

Traditionally, Country Outfitter’s “batch and blast” email strategies had them relentlessly mailing the same offers to the same customers. Now Country Outfitter sends dynamic emails based on either explicit interests stated through an action like a keyword search, or implied interests captured through the user’s browsing behavior.

The Behavioral Approach in email focuses on driving long-term engagement and CLV of each and every customer. While the Acumen team hypothesized that they might see a dip in immediate conversions from using the Behavioral Approach, but stronger revenue number in the longer term, testing revealed immediate engagement and revenue lifts.

Today, Country Outfitter regularly sees over 50% and up to 66% of their revenue driven by the new Sailthru-powered Behavioral Approach.

**“We discovered pushing static content over and over was holding our customers back from deeply engaging with our brand. With Sailthru, personalized content has compelled our audience to be far more interested in what we offer them.”**

**Ben Roberts**  
Director of Brand Operations  
Acumen Brands

### Analytical Business Control, Lifetime Value & Cohort Analysis

To access and understand massive data sets, Country Outfitter turned to Sailthru's zero-implementation Advanced Analytics. Sailthru Advanced Analytics provides their team with out-of-the-box insights and cohort reports, and a fully customizable data cube for multidimensional analytics — both from native Sailthru data and any information passed to Sailthru.

### Revenue Forecasting

Through the analysis of retention trends, like monthly cohorts by acquisition source, Country Outfitter can accurately predict future cash flows. And by making margin data available to Sailthru, they can easily reconcile their marketing data against their broader profit and loss (P&L), ultimately achieving a 0.8% margin of error against their NetSuite system.

### Connecting Disparate Data Points

Using custom variables to pass hundreds of paid search keywords to Sailthru, Country Outfitter is able to refine and connect all cohort data, as well as understand customer engagement on a granular level. With these detailed insights, they can customize retention streams based on source to ensure they are maximizing the CLV for all new users.

Above all, Sailthru Advanced Analytics helps Country Outfitter to uncover additional revenue opportunities, create a cushion for what they can spend to acquire new customers and continue to fuel their overall business.

**Sailthru empowers Acumen Brands to transform the way each of their eCommerce properties achieve success. For Country Outfitter, the tools for personalization and insightful analytics have completely changed the way they communicate with their customers. With the real-time delivery of relevant content, Country Outfitter can optimize each digital touchpoint and turn every user into a customer for life.**

### About Acumen:

Arkansas-based Acumen Brands operates a portfolio of eCommerce sites in a diverse array of industries, which include work apparel (toughweld.com), medical scrubs (scrubshopper.com) country lifestyle apparel (countryoutfitter.com), and handbags (mapleandwest.com). Its proven business model generates online conversions through an intimate understanding of SEO, SEM, social media marketing and the right balance of price, assortment and availability.

### About Sailthru:

Sailthru, the leading provider of automated marketing personalization technology, is driving a major shift in how companies engage with their individual customers and optimize their revenue opportunities. Through the automated analysis of large data sets, Sailthru Smart Data™ generates and delivers personalized, omnichannel digital brand experiences. Sailthru-powered 1:1 relationships with consumers drive higher revenue and conversion for more than four hundred enterprises including Fab.com, Thrillist/Jack Threads, Everlane, Huffington Post and Business Insider.

Sailthru has been named #30 on the annual Inc. 500|5000 list of the fastest-growing private companies including #2 in NY and #6 in the advertising and marketing category. For more information, please visit [www.sailthru.com](http://www.sailthru.com).

