



## Great Outdoor Provision Company

Great Outdoor Provision Company is a brick-and-mortar retailer with nine locations in North Carolina.

### Challenges:

- Counter customer trends towards online research and draw them back into the brick-and-mortar storefront.
- Validate addresses on an old, outdated house list and migrate them towards a new customer loyalty club list.
- Meet the email marketing challenges set by competitors like REI.
- Establish aggressive email campaigns while mitigating concerns over invasiveness.

### Solution:

- Launch a shopper loyalty program mixing the best of in-store and email marketing solutions.
- Re-engage old list members to confirm their interest and thereby ensure more accurate metrics.
- Direct new sign-ups with in-store kiosks.
- Organically grow lists through “forward-to-a-friend” feature.
- Send segmented offers based on zip code and customer interest to maximize campaign effectiveness and respond to specific competitive concern.

### Results:

“By keeping our lists clean and our segments fresh, Bronto has proven essential to the success of our customer loyalty program,” said Lin Peterson Senior Marketing Manager.

- Grew list by 11,000 members in nine months.
- Achieved considerably higher open and response rates compared to industry average.
- Average sale per MULEteam coupon redemption is 3 times higher than general customers (\$60 versus \$20).
- High forward rates (6%) and 30% of total campaign clicks on “become a member” hotlink.
- Netted 17% click rate on “super-segmentation” campaigns.

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