

How Sigma Sports increased revenue from returning customers by 70% using Ometria

Premium cycling retailer transforms its retention strategy with Ometria's customer marketing platform.

31%

increase in active customers

70%

growth in revenue from returning customers

46%

increase in reactivated customers



THE SOLUTION (CONTINUED)

Personalised broadcast campaigns

Ometria also gave Sigma Sports the ability to personalise the brand's newsletter (or broadcast) campaigns, making them more relevant to the recipient without increasing the workload for the marketing team.

- For example, recognising the need to cater to its female audience, the brand used dynamic content in its header images to ensure the recipient received a version of the email that was relevant to them.
- Sigma Sports was also able to include segmented offers in its emails to activate different spender groups with appropriate discounts and perks, and to continue these offers across their automation campaigns as well.



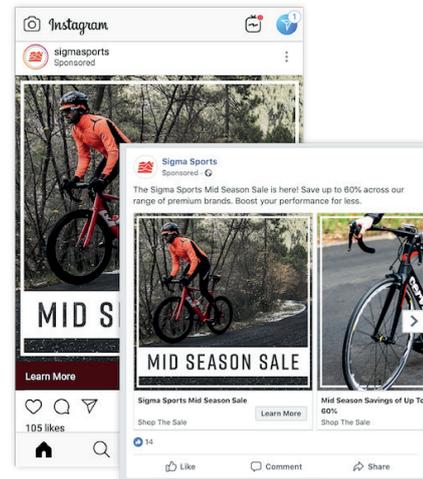
Personalised newsletter, using dynamic content to change hero image to suit recipient's gender.

Cross-channel marketing

As well as transforming its email strategy, Ometria enabled Sigma Sports to personalise the customer experience on other channels, such as Facebook and Instagram, using custom audiences.

By syncing customer segments with social, the retailer was able to target 'lapsed' and 'at risk' shoppers with ads that showed products relevant to their previous purchases to reactivate them.

Sigma Sports also used segments created in Ometria to create lookalike audiences for lead generation competitions. These new leads helped the brand grow its database by around 15% year on year.



Cross-channel custom audience campaign, targeting lapsed customers on Facebook and Instagram

THE RESULTS

Within its first year as an Ometria customer, Sigma Sports achieved:

- A 70% increase in revenue from returning customers
- A 9% increase in its retention rate
- A 31% increase in active customers within its customer base
- A 206% increase in leads converted into first time shoppers
- A 46% increase in customers reaching 'loyal' status
- A 46% increase in reactivated customers

GET IN TOUCH

info@ometria.com | www.ometria.com
The Tea Building, 56 Shoreditch Highstreet, London, E1 6JJ