



SAILTHRU



The five-year partnership that put NASCAR on the fast track to omnichannel personalization.

First-party data fuels cross-channel personalization

Since 2017, Sailthru's data-driven personalization tools have fueled NASCAR's online growth. With Sailthru, the brand is able to collect and maintain cross-channel customer data, allowing the NASCAR team to provide personalized experiences at each turn of the customer journey.

NASCAR takes a customer-first approach using Sailthru's personalization tools to tailor messaging based on these interactions. Starting on its website, NASCAR's onsite Overlays subscription form targets new customers or visitors and encourages them to subscribe to the organization's marketing emails. Every new subscription then triggers an automated welcome email series promoting new products — like NASCAR's mobile app — to increase brand engagement across the board.

Increased email conversion rate

▲ 94%

Grew revenue

▲ 3X

Increased annual website visits YOY

▲ 161%

Grew online orders generated YOY

▲ 406%

Increased email CTR

▲ 290%





Sailthru's single 360-degree lifetime view of each customer gives NASCAR a wealth of first-party customer data, allowing them to deliver truly personalized messages based on each individual's preferences. And to take it one step further, Sailthru's Lifecycle Optimizer automation tool makes it easy for NASCAR to build automated journeys and triggered emails based on stored customer insights and gain future behavior insights through predictive analysis capabilities.

But for a company as customer-centric as NASCAR, sending timely and personalized offers isn't enough. The organization's marketing team wanted a more interactive email experience to help the brand stand out, increase conversions and revenue generated by email, and — most importantly — make every fan feel special. So, the company partnered with Liveclicker to deliver a dynamic experience for its birthday campaign.

"We constantly perform above expectations with Sailthru and Liveclicker. The unique combination of dynamic elements, an easy-to-use interface, and quick-to-design testing gives us a full toolbox of capabilities. Plus, the combination helps us have an ironclad first-party data approach that has unlocked new ways to continue tailoring the customer experience for our audience."

DONALD BAAL, SENIOR DIRECTOR OF DIGITAL MARKETING

Who doesn't love a birthday gift?

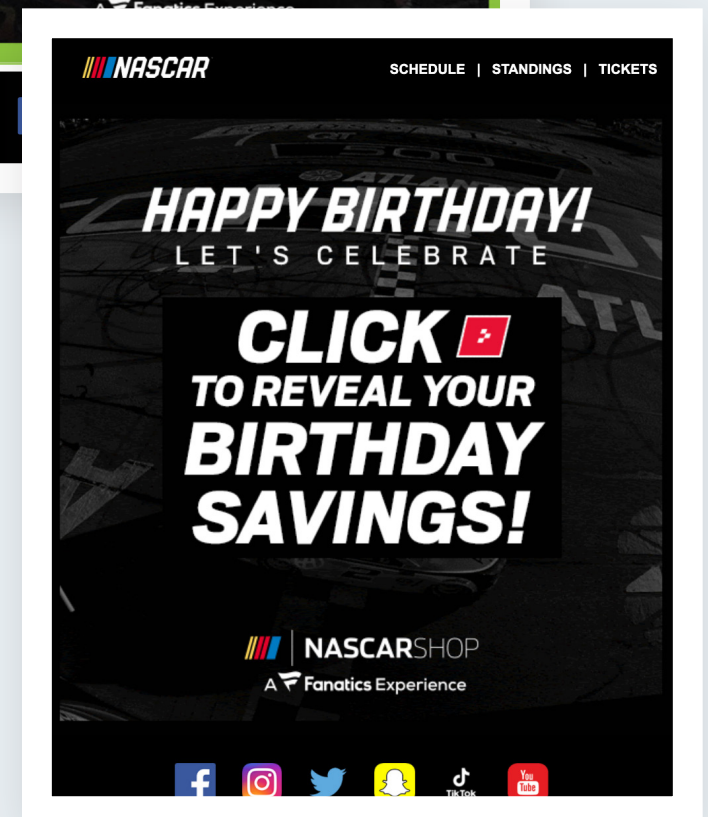
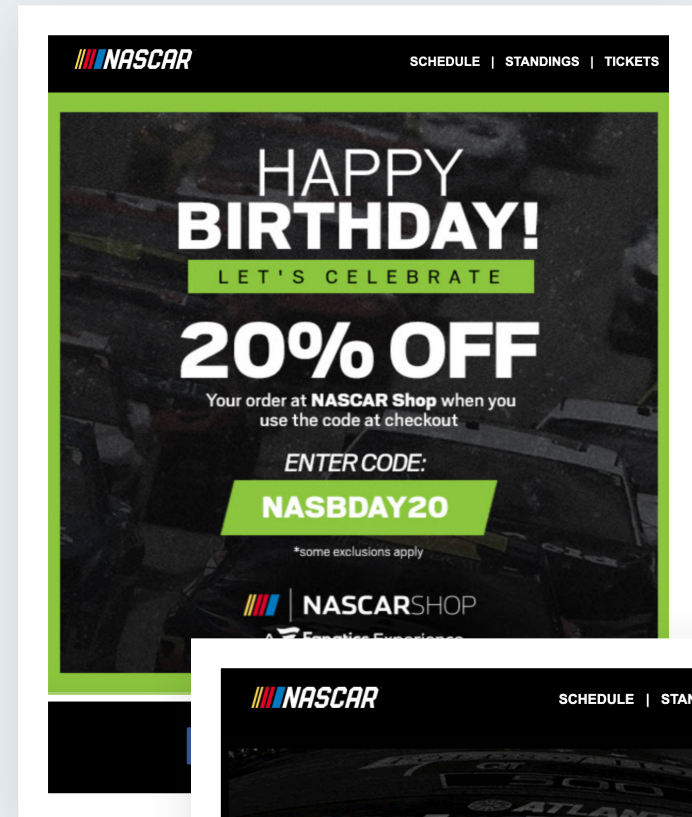
Compared to the average marketing email, birthday messages boast 179% more unique clickthrough rates and 342% more revenue. Knowing this, NASCAR went to work discovering how to delight its loyal followers with more personal, interactive birthday messaging.

Originally, its outreach was limited to emails that contained a static image and the shopper's unique discount, encouraging fans to celebrate themselves with a gift from the NASCAR Shop.

With Sailthru and Liveclicker's combined capabilities behind it, the NASCAR marketing team took a static promotion and turned it into a dynamic, cross-channel experience. Liveclicker's platform and Sailthru's A/B testing capabilities were central to execution as NASCAR tested a static image against a 'click-to-reveal' mystery birthday discount.

Both emails offered discounts, incentivizing customers to click through to the shop. However, the click-to-reveal offer transformed passive promotions into digital experiences that felt as exciting as unwrapping a gift. And that led to more website traffic, conversions, and revenue generated by the time testing concluded.

Today, NASCAR combines the power of Liveclicker's dynamic capabilities with Sailthru's personalized triggers to turn these simple emails into a full-blown birthday surprise.



Surprise discount, unsurprising results

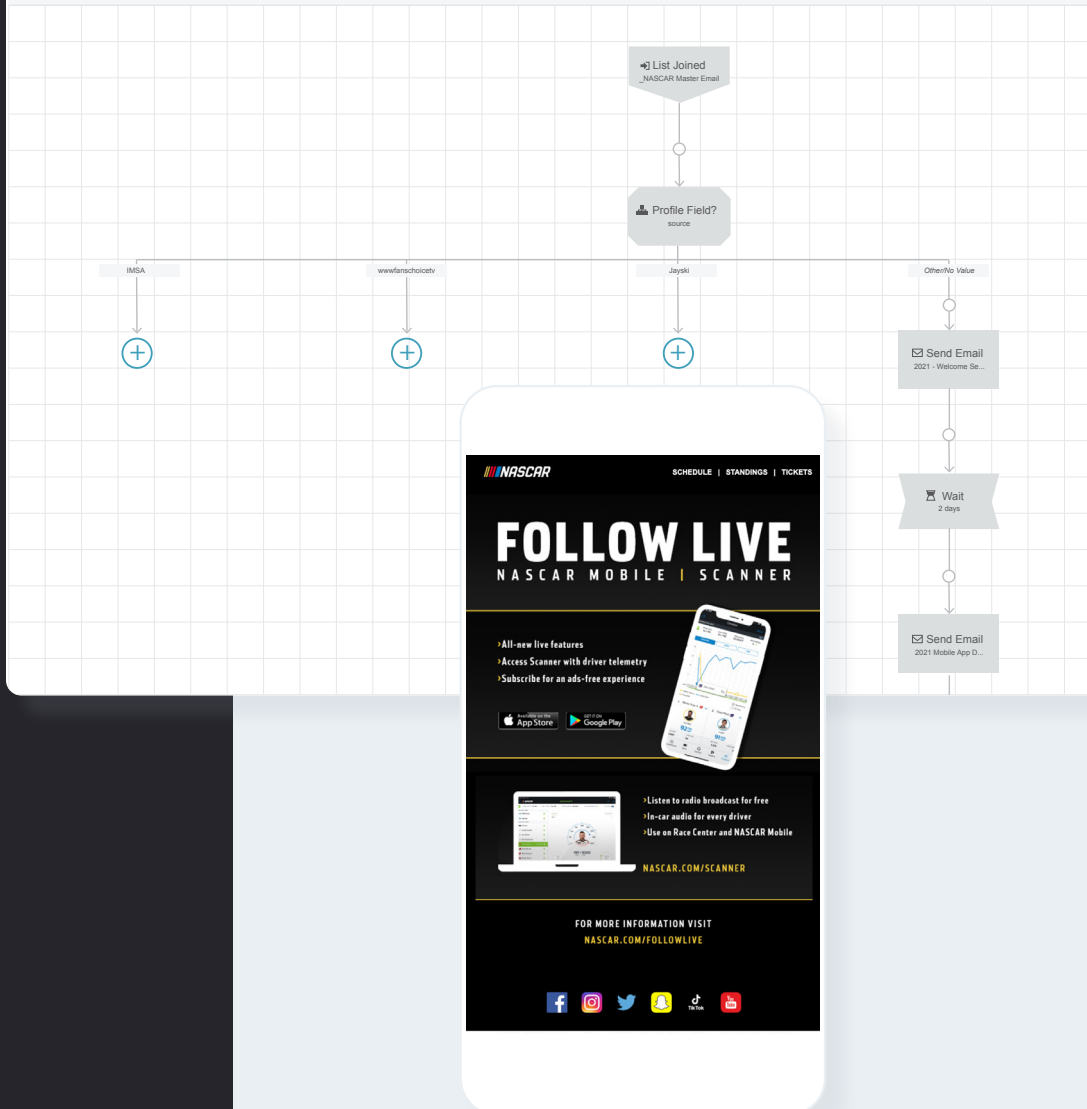
Using Sailthru's A/B testing functionality, NASCAR is easily able to track the efficacy of its dynamic mystery offers vs. the brand's standard birthday promotions. And, the results exceeded everyone's expectations. Compared to its default campaign that promoted equivalent offers, **the click-to-reveal campaigns on average saw a 19.20% increase in CTR from April to July 2020 and a 2.9% increase in clicks.**

Year-over-year, **NASCAR also experienced a 94% increase in conversions and a 308% increase in revenue after implementing Liveclicker's real-time personalization elements into its birthday email campaigns.** Which, in turn, led to **a 161% increase in site visits and 406% in orders during the same period.**

"With Sailthru and Liveclicker we've been making positive impacts to our bottom line. In tandem, their premium solutions are not only game-changing but incredibly easy to use."

DONALD BAAL, SENIOR DIRECTOR OF DIGITAL MARKETING

Flow Name
2021 NASCAR Welcome Series 2



About Liveclicker

Founded in 2008, Liveclicker, a CM Group brand, is a global provider of real-time email personalization solutions for B2C marketers. Since the release of its VideoEmail platform in 2009, marketers have used Liveclicker to captivate consumers and drive program performance. Today, top brands such as Chico's, Torrid, AT&T, Kroger and Trusted Housesitters rely on the company's market-leading RealTime Email solution to deliver engaging, personalized messages simply and at scale.

For more information, visit www.liveclicker.com or email sales@liveclicker.com.

About Sailthru

Sailthru, a CM Group brand, helps modern marketers drive higher revenue, improve customer lifetime value and reduce churn by using its powerful suite of connected capabilities. Sailthru's high-performance email, website personalization, mobile marketing automation, and unique integrations power new customer acquisition by leveraging machine learning and first-party data to easily deliver relevant, personalized engagement across all channels. The world's most innovative publishers, including Business Insider, Refinery29 and Food52, and the world's fastest growing ecommerce companies, including Everlane, JustFab and Thrive Market, trust Sailthru to help them succeed.

For more information, please visit www.sailthru.com.

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