PACSUN

WITHIN Grows PacSun's Email Revenue by 22% and SMS Revenue by 44% YoY

for a total retention revenue increase of 75% in 90 days

+ CHALLENGE

PacSun wanted to increase channel performance across its lifecycle campaigns and boost both email and SMS revenue contributions. PacSun wanted to make these improvements to coincide with their launch of a new loyalty program and website platform updates. They sought lifecycle experts on the WITHIN team to revitalize the PacSun lifecycle strategy in coordination with their other initiatives.

○ SOLUTION

The lifecycle team at WITHIN created and launched a multi-touch re-engagement campaign targeting users at 3 levels of churn using predictive modeling. Additionally, the team audited PacSun's automated email programs to optimize engagement and doubled triggered revenue. WITHIN's team conducted extensive testing during the first 90 days and created a testing roadmap to "future-proof" the success of its lifecycle campaigns going forward.

+ RESULTS

WITHIN grew PacSun's automated email program open rates by 13% and revenue by 124%, YoY. In the first 90 days of working with WITHIN, PacSun increased automated email revenue by 66% and revenue per email sent by 119%. WITHIN activated 14% of PacSun's targeted lapsed customers with the campaign, significantly higher than the industry standard of 3-5%.

75%

Increase in Overall Lifecycle Revenue

124%

Increase in Automated Email Program Revenue