

# Geo-targeted Emails are a Perfect Fit for True Religion



## THE BACKGROUND

True Religion Brand Jeans was founded in 2002 with the intention of redefining premium denim through an emphasis on fit, quality, and style. Over a decade later, while the brand has evolved within the marketplace, it remains committed to achieving excellence in authentic American-made, superior-fitting denim with a trendsetting appeal for today's consumer. Manufacturing, marketing and selling denim and denim-related sportswear through a diversified network of retail, ecommerce, wholesale and licensing channels worldwide, True Religion currently operates 140 stores in the U.S. and 31 stores internationally.

*It made a huge impact in just one campaign. If I can do that a couple of times in a couple of different regions, it's all incremental revenue. I wouldn't have made it otherwise—that's where the value is. That's what makes it so successful.*

—Gary Penn

Director of Global Ecommerce, True Religion

### Challenge:

- Target regional subscribers despite having limited internal demographic information
- Increase in-store traffic and promote local events to subscribers near retail locations

### Solutions:

- Use Monetate Engage to increase demographic information about subscribers
- Use geo-targeted email to inform subscribers about local events and increase in-store traffic

### Results:

- 65,000 geo-targeted email messages opened, 2.5% click-through rate and 1% in-store conversion rate for engaged customers
- Huge uptick in incremental revenue

## THE CHALLENGE

One of the best ways for True Religion to promote what's going on in its retail locations is to target subscribers in a specific region where there's a high concentration of stores, and message those consumers via email with relevant content.

The problem the luxe jeans brand faced with email was that it couldn't adequately geo-target subscribers because it lacked good demographic information in its database. Since it only just recently started collecting ZIP codes for subscribers, it lacked awareness of where the customers resided. Without that specific knowledge, it couldn't tailor email content to be hyper-relevant for its shoppers with events like in-store promotions.

## THE SOLUTION

By using Monetate to send out dynamic email, True Religion was able to geo-target subscribers and effectively promote in-store events and drive revenue.

The retailer used Monetate in a marketing campaign to drive in-store traffic and awareness about a new line of products. The premise was to get shoppers in the store and give them \$50 off just for trying on the new jean line.

For the overall campaign concept, True Religion did a multi-channel campaign and tested different regions with various media, including digital outreach that included 65,000 geo-targeted email messages.

## THE RESULTS

The ability to geo-target the email component "completely changed the game," says Gary Penn, True Religion's Director of Global Ecommerce. "We've never been able to do that with that level of detail. It was super cool."

Led by targeted email, digital hands-down won the test in terms of driving most incremental traffic. Because the regions were variable in size, the retailer looked at lift, traffic, and revenue relative to the size, and then compared that to the control group.

65,000 geo-targeted email messages were opened (with a 2.5% click-through rate) and in-store conversions were tracked and attributed to email, which resulted in a 1% in-store conversion rate for the engaged consumers.

*A 1% conversion to me on a small data set is pretty freaking good. That means you got people off of their couches, keys in hand—they drove to the store and they bought something.*

—Gary Penn

Director of Global Ecommerce, True Religion

- ✓ 65,000 geo-targeted email messages were opened (with a 2.5% click-through rate)
- ✓ 1% in-store conversion rate was attributed to email for the engaged consumers



US Sales & Service  
Call 877-MONETATE (US)

EMEA Sales & Service  
+44 207 099 2101

Monetate is the leader in personalization software for consumer-facing brands. Our approach starts with the understanding that each individual is unique. We enable brands to create individualized experiences that surprise and delight customers, improving engagement and business performance.

The Monetate platform is open and independent, working seamlessly across your marketing stack. Monetate is real-time, too, combining marketer-driven instincts with machine learning to deliver 1-to-1 personalization at scale.

Founded in 2008, Monetate influences billions of dollars in annual revenue for Apple Vacations, Patagonia, QVC, The North Face, and hundreds of other market leaders.