

MyBuys Increases Site Sales for SKECHERS via Personalized Email Alerts



SKECHERS USA, Inc, is an award-winning global leader in the lifestyle footwear industry. Headquartered in Manhattan Beach, California, the company designs, develops and markets lifestyle footwear that appeals to trend-savvy men, women and children. A billion-dollar company, SKECHERS' success stems from its high-quality, varied product offering, diversified domestic and international distribution channels, and cutting-edge print and television advertising.

OPEN RATE 24%

CONVERSION RATE 7.8%

15x RETURN ON MARKETING SPEND

Seeking a Personalized Email Alert Capability

To build customer loyalty, stay top-of-mind with customers, and promote its shoes and apparel, SKECHERS sends regular emails to members of Club SKX, its online club for shoppers. The emails contain company news and a limited amount of content relevant to a specific customer. To complement its successful Club SKX email program, SKECHERS saw an opportunity to personalize alerts for individuals interested in certain categories of shoes or specific styles.

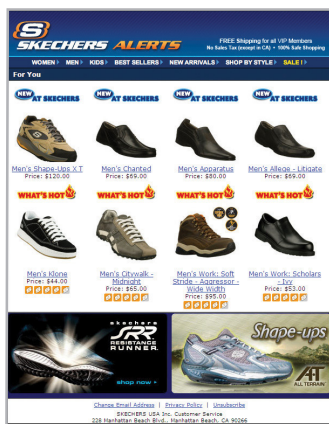
To add the capability for personalized email alerts, SKECHERS chose MyBuys. "We saw it as a no-risk opportunity to add a marketing feature we wanted, but didn't have the resources to do it ourselves," says Laura Christine, SKECHERS' vice president of Direct Marketing & e-Commerce. The "no-risk" aspect of the MyBuys service is based on the company's business model: It's a pay-for-performance, on demand, web-based service with no upfront investment.

To go live, SKECHERS provided an initial product data feed on its shoes and apparel so MyBuys would have a baseline; from then on, MyBuys has done the work of monitoring SKECHERS' inventory, new arrivals and prices. MyBuys builds deep customer profiles based on each individual shopper's online customer behavior and response to emails so that highly customized alerts can be sent to customers whenever there are changes in the status of shoes and apparel they're interested in. "We liked that our customers could specify the exact conditions for receiving an alert, and that MyBuys is a turnkey solution," says Christine. "SKECHERS provided the feed and some creative style sheets, and MyBuys does the rest."

In contrast to its Club SKX email program, which requires SKECHERS to develop a creative concept, have it executed by a designer, and assemble an email message to test, the MyBuys email program is automated. "We change some of the graphics associated with the shoes, but that's it," says Christine. "We can even use existing creative content to cross-sell in the emails. MyBuys is a very easy-to-use service." In fact, the program is so automated and cost-efficient that SKECHERS is experiencing 15 times return on marketing spend.

Alerting Customers to Sales and New Arrivals

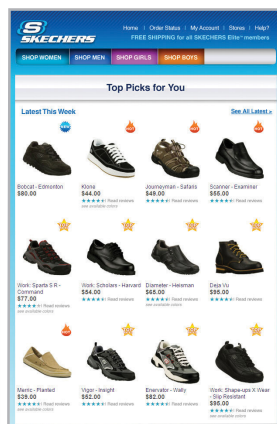
Visitors to the SKECHERS site can sign up for weekly MyBuys alerts either by enrolling in Club SKX and stating a preference for information in specific categories, or by signing up directly for MyBuys' Shoe Alerts and selecting their preferences. Then, when there are new arrivals in their specified categories, or when shoes in those categories go on sale, the customer receives a MyBuys alert.



MyBuys email alerts are sent to SKECHERS customers when there are new arrivals or sales on shoes in categories the customer has specified

Getting to Know Customers Better

Christine says the MyBuys service helps SKECHERS know and serve its customers better: "They've specified their preferences, so we know what categories and styles they're interested in. When we recognize that lots of customers are signing up for specific categories of shoes and apparel, we feature them on the home page and in other channels, which makes it easier for customers to find the product and boosts sales."



Behind the scenes, MyBuys is continuously deepening and augmenting customer profiles by monitoring each individual's behavior on the site and their responses to alerts. Using that information, combined with their patented portfolio of algorithms, MyBuys generates highly relevant, compelling alerts for each individual customer.

SKECHERS sees the MyBuys personalized alerts program helping competitive positioning because it's yet another way to listen to individuals, make each shopping experience relevant, and give customers exactly what they want. "We're sending them personalized emails with information on new arrivals, in-stocks, and sales on shoes and apparel they care about," says Christine. "The overriding goal of the program is to increase sales on skechers.com, and MyBuys clearly helps us do that."

SKECHERS MyBuys Shoe alerts are currently sent on Saturday to an average of 152,000 SKECHERS customers who have elected to receive them. The delivery rate is over 99%, open rate is 24% percent, and conversion rate is 7.8%. The program is very popular—more than 90% of SKECHERS customers sign up for Club SKX, and fewer than one-half of one percent drop out. As an incentive for customers to sign up and be added to the company's database, SKECHERS offers free shipping to Club SKX members.

SKECHERS has plans to add another feature to the program when it redesigns its site in the next few months—the company will advertise new shoes and apparel that will be arriving within the next 30 days, and customers will be able to request an alert for any of those items.

ABOUT MYBUYS MyBuys is the leader in cross-channel personalization for retailers. We help marketers increase their marketing effectiveness by learning what individual shoppers like, then using these insights to present them with the most compelling recommendations and offers, coordinated across every channel — on e-commerce sites, through email, via display ads, on mobile devices, and on Facebook. More than 300 companies, including 75 of the Internet Retailer Top 500, use MyBuys to sell more. Visit us online at www.MyBuys.com.

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