



# Back in Stock and Price Drop Alerts Work for Worx:

*Automated Campaigns Increase Engagement & Drive Sales*



Positec Tool Corporation, an international business and parent company of Worx, a lawn care and gardening tools brand, and Rockwell, a power tool brand, sells its products worldwide online and at major retailers like Lowes, Sears and Wal-Mart. As a partner of Listrak's Client Services, digital marketing efforts are constantly evaluated to maximize performance.

25% of eCommerce revenue for Worx comes through the email channel due to the emphasis placed on this channel. Even though a major part of its strategy focuses on acquisition, the revenue growth was not aligned with the increased list size. The company looked to Listrak to augment the triggered campaigns they were already sending to increase the number of touchpoints, raise engagement metrics and drive more revenue.

“ Email is a huge revenue-driver for us. We're already running a number of campaigns so in order to get more from our email channel, we have to be strategic. We wanted the Alerts to help deliver customers right back to the site when they didn't make a purchase. ”

- **Lauren Gomez**, Director of Marketing, Positec

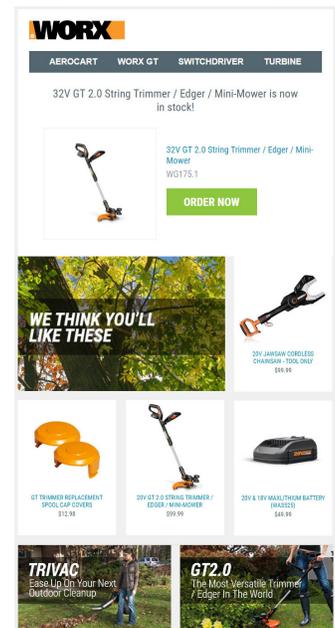
## *Alert Suite - Save Sales & Drive Revenue*

Listrak's Alert Suite automatically notifies shoppers when inventory levels or prices change, whether they sign up on-site to receive the email notifications or they are triggered based on site behavior. These notifications also provide additional cross-sell and upsell opportunities and inform demand planning and pricing decisions to help manage inventory.

## *Back in Stock Alerts*

If online shoppers encounter a product that is currently unavailable due to inventory levels, Worx lets shoppers sign up to receive a notification when that item is restocked. Subscribers receive a message immediately that not only features the out-of-stock item but offers several personalized product recommendations based on top-selling merchandise in the same category.

When the product becomes available for purchase, another automated message is sent to shoppers who requested the notification. Again, the message includes personalized product recommendations to give the shopper merchandise options.



### BACK IN STOCK ALERT AVERAGES

**61.2%** OPEN RATE

**12%** CONVERSION RATE

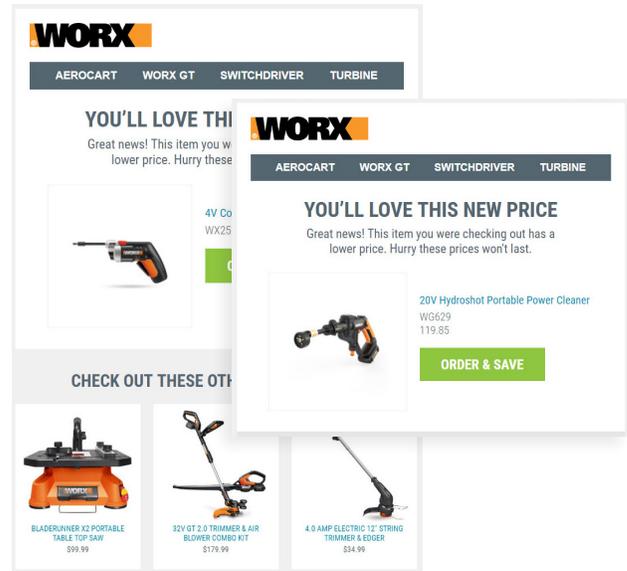
**\$5.58** REVENUE PER EMAIL SENT

## Price Drop Alerts

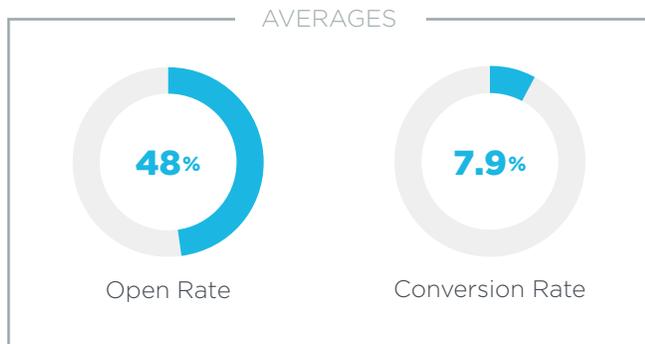
Based on the success of the back in stock alerts, Worx also added price drop alerts.

These messages are automatically deployed to shoppers who browsed products but didn't add them to a cart or checkout. The messages are triggered when the price of the SKU drops 5% or more.

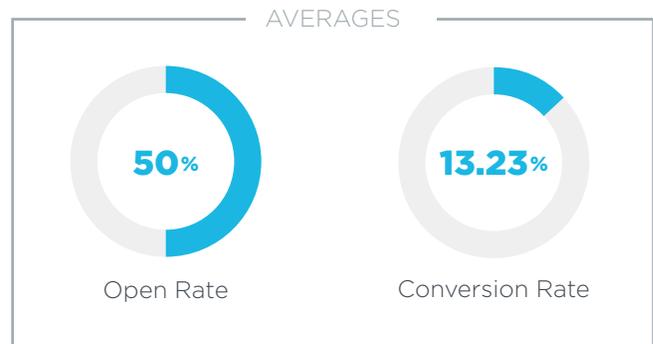
Worx is currently split-testing the inclusion of personalized product recommendations and price in these messages.



### WITH PRODUCT RECOMMENDATIONS WITHOUT PRICE



### WITHOUT PRODUCT RECOMMENDATIONS WITH PRICE



Worx is currently working with Listrak to develop a third type of automated alert message that allows shoppers to pre-order merchandise before it is available for purchase.

“ Listrak’s Alert Suite has exceeded our expectations as the messages have some of our highest conversion rates and revenue per email. The fact that they are so tailored to each shopper helps keep our shoppers engaged and loyal and provides an enhanced customer experience. ”

- **Lauren Gomez**, Director of Marketing, Positec