



*Having worked with the platform previously, I knew Listrak would level us up quickly and provide an immediate ROI. – Nicole Goldberg, 7 For All Mankind USA*

## About 7 For All Mankind

7 For All Mankind is an international brand with over 100 retail locations in North America, Europe, Asia and the Middle East. In addition to our own brick and mortar stores and website, the brand is sold at luxury department stores and high-end specialty boutiques around the world. In its second decade of business, it remains the leader in premium denim, and continues to push industry standards to a new level by being a hybrid brand of fashion and innovation.

## Overview

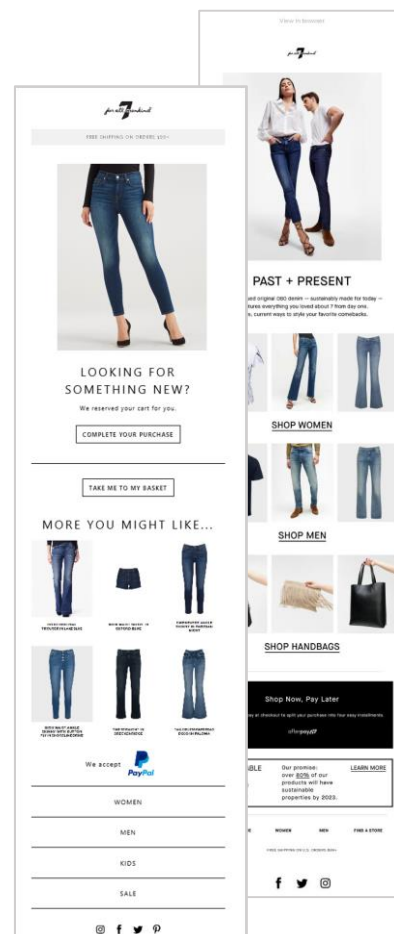
7 For All Mankind was missing significant revenue opportunities with their previous email marketing provider. They were searching for an integrated, enterprise platform which provided robust email solutions, predictive analytics, customer acquisition support and additional CRM analysis. After an extensive evaluation and multiple references from current Listrak clients, they chose Listrak's sophisticated platform and CRM.

Immediately after launch, they reported major increases and revenue climbed quickly. Even during a challenging 2020 retail landscape, they have continued to be a sought-out brand with highly relevant and personalized communications.

## Results

In the first six months of launch, 7 For All Mankind had seen tremendous results with a 127x ROI. They are looking to continue this growth with Listrak's powerful Predictive Analytics and CRM tools.

Predictive Analytics uses artificial intelligence, machine learning and statistical modeling to assess the likelihood of what will happen in the future to meet the needs of the customer journey. CRM's powerful data exploration and visualization tools, will provide further insight by redefining segmentation and messaging strategies to drive additional incremental revenue.



# 127x

ROI Six Months  
Post Launch

