

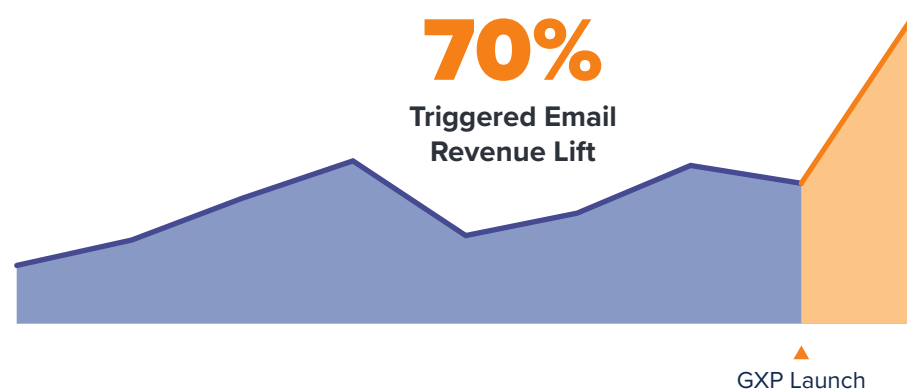


About Grizzly Industrial

Founded in 1983 by S. Balolia, Grizzly Industrial® is a national retail, mail order and Internet company in the U.S.A. providing high quality woodworking and metalworking machinery and accessories. We have one a solid inventory of over 87,000 different parts! Our in-house technical documentation department has been recognized by several magazines for having the best manuals in the industry.

Client Challenge

Grizzly partnered with Listrak to help the industrial company increase revenue by expanding their marketing reach while optimizing their customer communication and touchpoints. Wanting to maximize revenue generated from their triggered email programs, Grizzly immediately signed up for Listrak's GXP (Growth Xcelerator Platform).



“

Listrak has the best service team I have ever witnessed! They are a highly engaged group who are always looking at every possible opportunity to increase our results.”

Stephen Kassnel
Director of eCommerce, Grizzly

Results

By adding GXP, Grizzly has quickly seen an uptick in triggered email revenue with a 70% increase since program launch.

About GXPSM

Growth Xcelerator Platform (GXP) is a full-service program that integrates identity resolution into Listrak's unified marketing platform to drive significant onsite revenue and list growth in order to reach once-anonymous users with hyper-personalized, intent-based marketing messages across email and SMS.

