



Case study

## Network of specialized sports shops (tennis & ball games)

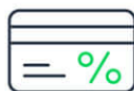
The network of shops with specialized sports equipment has long struggled with inefficient clients reach. With Dateio, the partner managed to also reach clients who purchase from competitors, and it was easier to motivate them to shift their spending.



ROI **319%**



Gross ROAS **11x**



The increase of customer's Share-of-Wallet **from 44 % to 78 %**

## Challenge

The store started in 2002 with one brick and mortar shop and in the beginning it specialized in roof racks and other equipment for the transportation of sports equipment. Over the years, they expanded to include more and more sports equipment from well-known brands. They realised their persistent problem with effectively reaching customers, because billboard advertising never brought the expected result.

## Goal

Reach new customers effectively, increase sales.

## Solution

Dateio proposed to target different customer groups in order to achieve the greatest possible results in terms of revenue per customer, in other words, to make the campaign as effective as possible.

Customers who spent in the sports vertical but did not purchase from the merchant received a cashback of 9%. Clients who have not spent in sports in the last 12 months had an offer of 7% and the existing clients received a cashback of 4%.

## Result

A key parameter for evaluating the success of the campaign was measured by the return on investment metric (**ROI**), which reached **319%** for this campaign, and in terms of **ROAS**, the investment returned **11 times**. Customers who activated the campaign **increased their overall share of spending** in the sport vertical **by 34%**, at the time of campaign the share went from **44% to 78%**.

