

RoadRunner Sports Sprints to Higher Order Values with LiveReveal

Goals

- A/B split-test LiveReveal vs. having a static image with an offer in email
- Improve email engagement with more interactive email content
- Increase revenue generated per email campaign

Family owned since 1983, RoadRunner Sports was founded on the principles of treating customers with warmth and care. Clearly helping people become healthier, the decades-old company offers the world's largest selection of walking and running gear. RoadRunner Sports currently operates 36 retail stores in North America alongside RoadRunnerSports.com.

Following RoadRunner's Sport's mission to remain committed to customers and their passion for fitness, they needed some new ways to convey passion and excitement for in their email campaigns. Reaching out to Liveclicker, the RoadRunner Sports team successfully implemented RealTime Email into the email campaigns, using a few different elements, but most notably - LiveReveal.

Using LiveReveal, RoadRunner added a scratch-to-reveal offer into a holiday campaign. In order to properly test the performance of the new LiveReveal



ROADRUNNER SPORTS
World's Largest Running & Walking Store.

Men's Shoes | Women's Shoes | Kids' Shoes | Men's Apparel | Women's Apparel | Accessories | **SALE**

90 Days WEAR 'EM & LOVE 'EM VIP TEST RUN

Santa VIP, let us help you...

Spread FIT-Mas Cheer with Special VIP Savings!

CLICK & SCRATCH TO REVEAL YOUR SAVINGS

ON OVER 7,349 AWESOME GET-FIT GIFTS

SHOP & SAVE NOW →

VIP, HERE'S ANOTHER GIFT JUST FOR YOU!
FREE GUARANTEED CHRISTMAS DELIVERY
JUST ORDER BY MON THURS, DEC. 22

WEDNESDAY 21 THURSDAY 22 FRIDAY 23 SATURDAY 24 SUNDAY 25

Order Before **NOON** YOUR GIFTS ARRIVE! YAY! CHRISTMAS!

Remember, You Have 2 More Great Ways to Shop

Find Your Hometown Store
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element, another group of recipients received the typical static image in the email campaign as a control. Using “Mystery Event” for the subject line, the deployment on December 8th incorporating LiveReveal beat the control email in almost all areas measured. Recipients responded positively to the new content and RoadRunner saw increases to its bottom line. Click-throughs, duration of open, and revenue per email metrics all positively increased.

Results



- Click-through-rate increased 105% compared to control email
- Duration of open for those who engaged the scratch-to-reveal reached 19.7 seconds
- On average, the revenue per email (AOV) beat the control by 64%

About RoadRunner Sports

RoadRunner Sports, Inc., was founded in 1983 in Del Mar, Calif., and has grown to become the nation’s No. 1 seller of running shoes, apparel, and accessories. Communicating with more than 4 million customers a year through its catalog and website, RoadRunner Sports prides itself on offering superior customer service, information and inventory management.

About Liveclicker

Liveclicker delivers rich customer experiences for leading brands across email and the web. Its RealTime Email solution brings static emails to life with content updated dynamically at the moment of open. The company, founded in 2008, helps clients such as Costco, Bed Bath and Beyond, Petco, eBags, CanadianTire, Best Buy, 1-800-Flowers, and Under Armour drive higher consumer engagement and conversion.