



# Finish Line blazes a new trail with SmarterHQ

## THE GOAL

Finish Line identified a desire to improve the performance of its basic triggers, and then move beyond them. It sought to deliver more consistently personalized customer experiences by infusing context about its shoppers into its marketing communications.

## THE SOLUTION

Finish Line used SmarterHQ to consistently improve the results of its email and website marketing. It started by launching simple, revenue-generating campaigns and automating them. It then began using segmentation to create more sophisticated communications that improved the customer experience increasingly over time.

### TRIGGERED EMAIL REVENUE

↑ 50%

### OVERALL WEBSITE EFFECTIVENESS

↑ 2.5x

## IN THEIR WORDS

*"Our success with SmarterHQ has come from really paying attention to what the customer is telling us through their behavior and being considerate of how they engage with the brand across all the channels. From there, we can continue the conversation in the appropriate way."*

### AARON BUCHANAN

Digital Personalization Manager, Finish Line