



# Eddie Bauer ascends to new heights with SmarterHQ

## THE GOAL

Eddie Bauer wanted to use segmentation to create a more fluid and relevant customer experience over time. It sought to reduce its contact frequency with customers while simultaneously improving the effectiveness of its email marketing efforts.

## THE SOLUTION

Eddie Bauer used SmarterHQ to increasingly improve the results of its email marketing. It started by launching simple, revenue-generating campaigns and automating them. It then began using segmentation to augment its mass marketing sends and improve its holistic customer experience.

## RESULTS



# 11%

**INCREASE IN TRIGGERED  
EMAIL REVENUE**

(2015 vs. 2014)

## IN THEIR WORDS

*"SmarterHQ has helped increase our email marketing revenue by creating a fast track to employing personalized marketing tactics in our program. We're able to recognize the benefits immediately, with minimal effort, while building out our grander personalized marketing strategy."*

## NATHAN CASEY

Director, Loyalty Programs & Relationship Marketing, Eddie Bauer