OVERVIEW

Reebok has a lofty goal: to become the most personalized sporting goods brand in the world. To achieve this, the company partnered with Kibo to leverage rich customer insights to deliver scalable personalization to shoppers.

With the help of Kibo Personalization, powered by Monetate and Certona, Reebok created three different personalization experiences that achieved notable results:

- **4.2% lift in RPS (Revenue per Session) over Black Friday 2020**
- **5.5% increase in ATC (Add-to-Cart Rate)**
- **12.2% improvement in CTR (Click-Through Rate)**

Using segmented experiences and Kibo’s Automated Personalization capability, Reebok drove better customer experiences and also gained valuable insights about different customer segments that will help drive strategy and improve business results in 2021.

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“We worked with Kibo to deliver personalization across the different parts of the customer journey. An explicit learning of our efforts is that delivering better customer experiences results in direct improvements to key metrics,” said Marco Fazio, Global Manager Conversion Optimization at Reebok.

BACKGROUND:
CREATING PERSONALIZED AND VALUABLE CUSTOMER RELATIONSHIPS WITH AUTOMATION

With millions of customers around the world, Reebok knew that cookie-cutter messaging and marketing wouldn’t help them meet their goal of becoming the personalization leader in their category.

So, Marco Fazio identified three main objectives they’d need to meet in order to drive deeper onsite engagement, create more valuable customer relationships, and achieve their ambitious goal:

1. **Double down on AI to predict consumer intent and drive personalization at scale**
2. **Create a one-to-one journey that is relevant and consistent across all touchpoints**
3. **Use explicit and implicit consumer data effectively from various sources**

Rather than continue to focus on individual channels, Reebok’s teams collaborated to better understand how to personalize experiences across digital channels.
Reebok leveraged Kibo’s market-leading personalization platform to deliver three different customer experiences, each designed to personalize key elements of their site:

**EXPERIENCE 1: UNIQUE HOMEPAGE CAROUSELS DURING HOLIDAYS**
Unique gift experiences delivered on the homepage during key shopping seasons

**EXPERIENCE 2: PERSONALIZED PRODUCT PAGES**
Dynamic product pages designed for each customer

**EXPERIENCE 3: HOMEPAGE TAILORED FOR RETURNING VISITORS**
Personalized homepage experiences for returning visitors powered by data science

“It was important for us to have a data strategy that used both explicit and implicit insights to find the sweet spot between delivering what the customer would like to see and inferring what would be best to show them and personalizing the experience accordingly,” said Marco Fazio.

**EXPERIENCE 1**
AUTOMATED PERSONALIZATION ON HOMEPAGE GIFT CAROUSEL DRIVES BLACK FRIDAY LIFT

**THE CHALLENGE:** Delivering unique gifting experiences to customers

Reebok’s homepage attracts several key shopper segments, including a premium audience group that earns perks such as early access to new products. Not only do these different segments shop differently from each other, their behavior also differs during the holiday shopping season as they hunt for gifts.

However, the Reebok team discovered that creating segmented experiences for these segments was simply not scalable, and so they worked with Kibo to use data and automation to offer gift ideas in the most efficient and comprehensive way possible.

**THE SOLUTION:** Enabling Kibo’s Automated Personalization to deliver the variant most appropriate to each visitor

It was important for us to have a data strategy that used both explicit and implicit insights. We constantly work to find the sweet spot between asking for consumer preferences vs inferring them because combining implicit and explicit data is key for delivering successful personalization experiences in Reebok.

Marco Fazio
Global Manager Conversion Optimization at Reebok
Reebok knew that the range of gift options to offer different audiences was broad, from high fashion to athletic wear. And so they leaned on Kibo Personalization’s decisioning engine, fed by Kibo's out-of-the-box context variables as well as their own customer data, to cater to changing and complex customer expectations. With Kibo, the company tested different gift suggestions across 12 items for five segment variants plus a baseline.

The target segments were: ‘Classic Shoes,’ ‘Premium Shoppers,’ ‘Men’s Training & Running,’ ‘Women’s Training,’ and ‘Running & Kids.’

“The reason we are focused on AI and data science is because 2020 has been a very different year from anything we have experienced before, and 2021 will be very different as well. Our customers’ behavior has changed, and it will continue to evolve,” said Marco Fazio.

INSIGHTS & LEARNINGS:

Immediately, the homepage experience provided new insights about Reebok’s different segments, as the company was able to see which variant responded best to each configuration. For example, Kibo fed data from Reebok’s membership club, Reebok Unlocked, which includes some of their richest shopper data, into the platform. As a result, the team was able to provide even more effective targeting experiences for this valuable group.

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Reebok saw a +4.2% REVENUE PER SESSION LIFT over Black Friday alone
LOOKING TO THE FUTURE

With each personalized experience, Reebok was able to increase performance and customer insights, creating a positive cycle that will drive continued improvement. Additionally, learning how to optimize experiences in one market allowed Reebok to roll out the same personalization strategy in a variety of other regions, significantly increasing their performance to truly capitalize on the ROI afforded from the experiences.

In order to get the most from automated AI-driven personalization and to recreate some of their hard-earned successes, Reebok recommends that brands:

- **Leverage their data** - From loyalty and CRM data for previous customers to search and on-page behavior.

- **Collaborate across teams and channels** - Bring design, data and web, and mobile teams together to share goals and learnings.

- **Achieve scale with automated personalization** - By feeding data and design into the Kibo platform, less manual labor is required to achieve increased performance at scale.

To read about Reebok’s two other personalized experiences and their results, please follow the links below:

**EXPERIENCE 2: PERSONALIZED PRODUCT PAGES**  
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