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.
“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.

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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, Global Manager Conversion Optimization at Reebok.

**EXPERIENCE 2: DYNAMIC PRODUCT PAGES DELIVER INCREASED ATC (ADD-TO-CART RATE)**

**THE CHALLENGE: Catering to many types of users on complex product pages**

Further down the funnel, Reebok wanted to continue personalizing the ecommerce experience for their customers. Across the industry, product pages are becoming increasingly important as new search and shopping habits emerge. In many cases, shoppers land directly on the product page, skipping the home page, so a shopping experience needs to work extra hard to capture attention and drive conversion. As a result, Reebok product pages are filled with many components to engage a wide variety of shoppers and help guide them through the sale.

To do this, Reebok product pages include a comprehensive list of elements:

- Product Reviews
- X2 Product Recommendations Carousels
- Product Descriptions
- ‘Complete the Look’ Outfit Recommendations
- ‘How to Style’ User Generated Content Recommendations

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With all of these elements at play, however, the product pages could potentially feel cluttered, and what may be the most impactful element for a certain shopper could be buried under less impactful content. Reebok needed to ensure that the right elements were displayed to the right visitor, at the right time.

THE SOLUTION: Using automation to deliver the right product page design for each customer

Reebok knew that someone landing on a product page early in their search is likely to respond to a different set of content than someone who is about to make a purchase. But knowing exactly what page design to present each time is highly complex. After designing pages that could be used to test different configurations, Reebok and Kibo used machine learning to make sure each user received the right product page experience based on where they were in their journey.

Specifically, Reebok used Kibo’s Automated Personalization to switch around the components of the page, starting in their Brazilian market. Leaning on Kibo’s out-of-the-box behavioral context variables and their own data, the brand was able to let artificial intelligence decide what version of the product page the user should receive to maximum effect.

“Using Kibo AI-driven personalization to power our product pages allowed us to gain new insights about our users as we also increased our performance. We learned that our previous best version of our page did perform very well for a key segment, but that it is not the best version for our entire user base. Now we are able to give everyone their own ‘best version,’” said Marco Fazio.

INSIGHTS & LEARNINGS:

Using Kibo’s machine learning technology, Reebok was able to test different site layouts across their entire user base, which provided a variety of insights about their users and their content preferences during the research and purchase process.
Reebok has since rolled this out across multiple markets and has seen positive uplift. In addition to seeing impressive uplifts to ATC and RPS, Reebok is using Engine Insights, Automated Personalization analytics, to deepen their understanding of their different customer segments.

**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 1: UNIQUE HOMEPAGE CAROUSELS DURING HOLIDAYS**
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