CASE STUDY

REEBOK USES MACHINE LEARNING BUILT INTO KIBO PERSONALIZATION TO ADAPT TO CHANGING CUSTOMER INTENT ACROSS SEASONS

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.
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.

**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:

- **Use 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.

“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

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