

Aéropostale Case Study

CHALLENGES

- › Drive in-store sales through an affiliate network with a pay per performance model
- › Utilize existing network and publisher relationships to drive store traffic and sales
- › Track consumer path to purchase from online to offline

SOLUTIONS

- › Consumers could find in-store Aero coupons on their favorite publisher websites via desktop and mobile using the Pepperjam Network
- › Integrated the RevTrax SmartOffer platform into all offers to measure, test and optimize promotions.
- › Dynamic barcoding for loyalty publisher attribution at the user level
- › Automated file feed into the Pepperjam Network for automatic publisher payment

RESULTS

- › 73% of 'clicked ads' resulted in a printable coupon
- › 18% of printed coupons resulted in a purchase transaction
- › \$15.00 average 'per click' transaction value
- › 25% of engagements originated with mobile and tablet devices
- › Increased affiliate program by 50% with only 10% of their publisher base



Aéropostale

Industry: Retail Clothing

Aéropostale, a leading specialty retailer in men and women's fashion apparel, is widely recognized for pursuing new business opportunities and employing state-of-the-art business building solutions. Aéropostale has a long standing relationship with the Pepperjam Network, the leading affiliate network. Together with RevTrax, the market leader in distributing innovative digital O2O incentives, Aéropostale embarked upon a program to capture missed revenue opportunities by applying the same ecommerce Affiliate/Retailer model to online-to-offline transactions.

REVTRAX

REVTRAX SUCCESS STORY

MARKET INNOVATOR | AEROPOSTALE

CHALLENGES

Affiliates typically receive a sales commission for generating ecommerce transactions. This 'symbiotic' relationship between affiliates and merchants generated an incremental Multi-Million dollars in sales during 2014. Unfortunately, the same business model is dramatically underdeveloped in regards online-to-offline (O2O) transactions.

SOLUTION

Aeropostale and RevTrax/Pepperjam Network partnered for a 12 month period starting January 2014. Multiple incentive offers were tested ranging from 15% to 25% discount. All incentives were mobile and printable coupons that facilitated direct attribution and return-on-investment calculations. RevTrax seamlessly integrated its proprietary technology with Aeropostale's existing point-of-sale system.

RESULTS

Aeropostale experienced an extraordinary lift in conversion ratio, over 73% of 'clicked ads' resulted in a printable coupons and of those 18% resulted in a purchase transaction. Complementing the impressive business results were very high levels of shopper engagement when compared to normal behavior. They were able to identify that over 32% of desktop views were repeat users, meaning they had previously engagement with an Aero offer on their desktop. Over 24% of users printed an Aero coupon more than once on desktop and over 40% of users previously accessed an Aero coupon. This program allowed them to increase their affiliate program by 50% with only 10% of their publisher base.



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AFFILIATE PROGRAM PERFORMANCE*

Online

60%
Active

34%
Revenue
Generating

Offline

82%
Active

62%
Revenue
Generating

IMPLEMENTATION

INTEGRATIONS

REVTRAX

pepperjam™