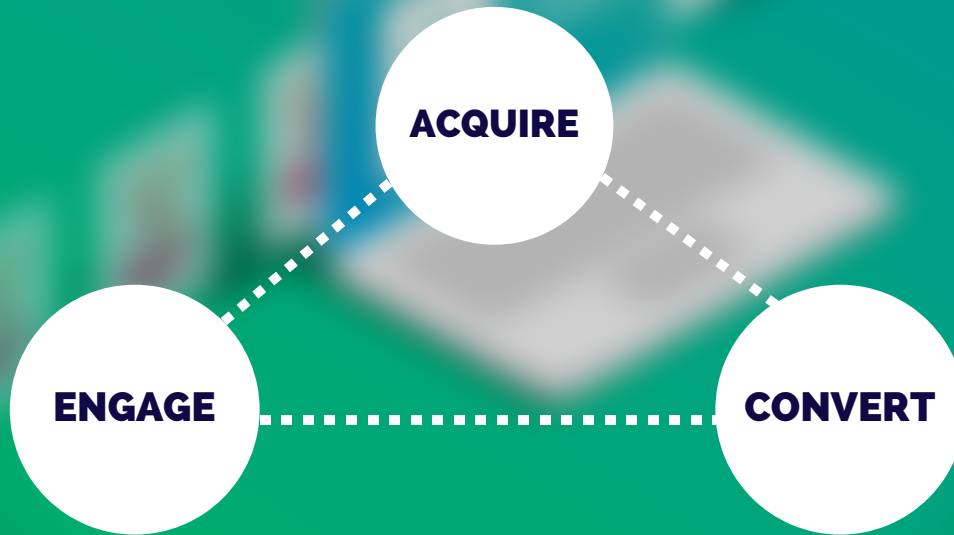




CROCS SUCCESS STORY



ABOUT CROCS

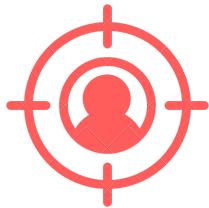
Crocs, Inc. is a world leader in innovative casual footwear for men, women and children. Born in Boulder, Colo. as a simple, comfortable boat shoe, today Crocs™ footwear can be found across the globe and in more than 120 styles for men, women and children. With distinct collections, Crocs offers colorful, lightweight comfort for any occasion and every season. In India, Crocs, Inc. sell their products online at shopcrocs.in.

ABOUT BETAOUT

Betaout is an all-in-one E-commerce Marketing Automation Tool. Using the power of real-time segmentation and hyper-targeted personalisation, Betaout enables e-commerce marketers to automate customer engagement across multiple channels including Email, Mobile Push, On-site, Browser Push, SMS, Live Chat and tools such as Cart Recovery, Campaign Builder, Dashboard Builder, Promocode Manager and Facebook Retargeting.

CROCS' PAIN POINTS

LACK OF PERSONALIZED OMNI-CHANNEL MARKETING AND UNAVAILABILITY OF COMPREHENSIVE USER PROFILE



SOLUTION & IMPACT CREATED

PERSONALIZED OMNI-CHANNEL ENGAGEMENT AND UNIFIED PROFILE RESULTED IN INCREASE IN ORDER DRIVEN SOLELY THROUGH BETAOUT BY

14% ↑

LACK OF A POWERFUL BRAND CONNECT RESULTING IN LOW CUSTOMER LOYALTY



POSITIVELY IMPACTED TOP AND BOTTOM END OF THE FUNNEL, INCREASING BRAND CONNECT AND CUSTOMER LOYALTY



LACK OF EFFECTIVE CART RECOVERY TOOL AND TARGETED EMAIL CAMPAIGNS



USED SEGMENTATION AND HYPER-PERSONALIZATION TO INCREASE REVENUE FROM EMAIL BY

7% ↑

WHAT BETAOUT OFFERS

The All-in-one Ecommerce Marketing Software

Know your customers. Personalise every message. Deliver across channels.



FROM THE CROCS TEAM

We have been using Betaout for our Brand website since October 2016. At the time, we had a small marketing team with big goals so we signed up for Betaout. Within six months, we saw a growth of 7% in our revenues via email alone. Today 14% of our total orders are driven by Betaout's channels by targeting the right users, alongside building a strong brand connect. The advice provided by the CSM to support our marketing strategy with data has been really valuable. Betaout has indeed helped us scale really fast in a short span of time. I would highly recommend Betaout to businesses looking for a measurable ROI on marketing and creating a base of loyal customers.

Sumit Jain
Manager, E-commerce Sales and Marketing
Crocs India Pvt. Ltd.

Betaout

Humanizing Ecommerce Experience

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