



NUMBER ONE SHOES CASE STUDY

SMART PERFORMANCE MARKETING DRIVES RAPID CUSTOMER DATABASE GROWTH



CAMPAIGN OBJECTIVES

Cost-effective Customer Database Growth

RESULTS

- » Delivered 14,000+ new email records in 6 months
- » Generated new customer records at half the CPA goal

“FIRST has proven in a short period of time their expertise in lead generation. They have used a number of different online performance channels including Kiwi Surveys, Facebook as well as Google AdWords to build our email database with New Zealand customers that we can now communicate with on an ongoing basis.

They achieved the cost per lead KPI that was set and we're also getting some great recommendations around conversion rate optimisation and Google Analytics. Very happy to be working with the FIRST team.”

FIONA JENKS
Online Strategist

Number One Shoes strives to provide their customers with “the right shoes at the best price and a huge range - and something new each week!” Fashion is their passion and their huge range caters for all desires, tastes and needs.

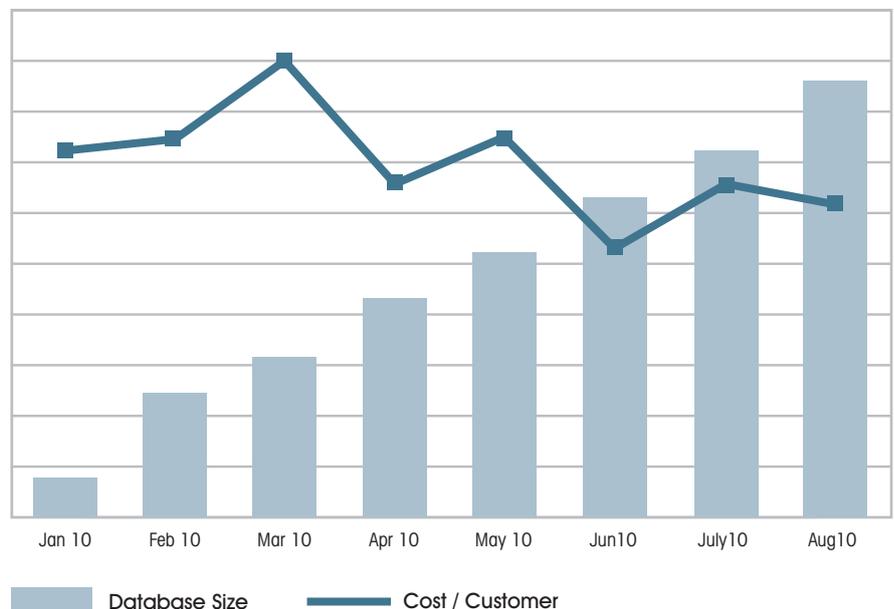
Since acquiring the Shubar chain in 2001, Number One Shoes has developed a format and offering unique to the local specialist New Zealand footwear market, doubling the average size of their stores to nearly 1,000m² and extending locations nationwide to offer an average of 4,000 lines and colours.

One key aspect of any digital strategy is to focus on new customer acquisitions. The Number One Shoes VIP Club allows customers to hear about special offers, the latest trends and new season footwear. Growing this database provides Number One Shoes with an important, cost-effective sales channel.

FIRST was tasked to utilise any and all online channels to aggressively grow Number One Shoes' VIP email database.

RESULTS

CUSTOMER DATABASE GROWTH VS ACQUISITION COST



WWW.FIRSTDIGITAL.CO.NZ

Level 5, 55 Anzac Avenue, PO Box 106 357
Auckland 1010, New Zealand
+64 (9) 920 1740

WWW.FIRST.COM.AU

Level 2, 181 Riley Street, Darlinghurst
Sydney NSW 2010, Australia
+61 (2) 9339 6747

