CASE STUDY:

# HIBBETT®

## R E W A R D S

**H**ibbett Sporting Goods Inc. is an athletic-inspired fashion retailer with more than 1,000 stores across the country. They had a mature loyalty program with millions of enrolled members, yet they saw opportunity to increase engagement, member value and purchase behaviors.

## BRAND CHALLENGES

- Data structure and validation for actionable insights

- Increase customer engagement with MVP Rewards members

- Produce member migration to higher customer value segments

- Identify methods to prove program incrementality and ROI

# PROGRAM STRATEGY



### 01 IT STARTS WITH DATA

Baesman analyzed years of transactional history, producing insights into customer behavior.

### 02 REACHING CUSTOMER POTENTIAL

The legacy program had a large member base, but wasn't growing customers. Our objective was to maximize that customer potential.

### 03 ACQUIRE, ENGAGE, GROW, RETAIN

Customer insights and financial modeling aligned with business objectives to redesign Hibbett Rewards.

### 04 GHOST CONTROL METHOD

The ghost control methodology identified historical trends that matched back to current loyalty members. The result was proven incremental gains in revenue and engagement.

# RESULTS

**57%** of company sales from loyalty members

**27%** average increase in member migration to top value deciles

**16%** growth in member purchase frequency

**$15 – $20MM** incremental program revenue within 2 quarters of relaunch

**SERVICES USED:** Customer Insights and Analytics • Measurement & ROI • Loyalty Program Management