Case Study: JOANN Stores Stitches Together Data with AgilOne’s Customer Data Platform

Know your customers  I  Respond authentically  I  Maximize lifetime value
AgilOne’s customer data platform helps JOANN Stores craft an omnichannel strategy that puts the customer first.

JOANN Stores is a creative and dynamic crafting supplies company that buzzes with a passion for inspiring creativity and helping their customers find inspiration and joy. Rooted in Cleveland since 1943, JOANN has a thriving eCommerce site and over 870 retail locations. JOANN uses AgilOne to truly understand their customer’s behavior so they can execute personalized customer engagements on an enterprise level.

The Challenges

JOANN began its relationship with AgilOne by looking for a customer data platform that could meet enterprise needs. They needed a tool that would be able to digest enterprise volumes of data: 870 stores, 80 million customer records, 20 million events every day, 220,000 SKUs, and 6 billion lines of data. They needed a tool that would fit in with their existing ecosystem. JOANN wanted to connect online and offline channels so they could provide seamless, personalized customer experiences across their stores, ecommerce, and mobile.

Here are some examples of the volume of JOANN’s data that AgilOne handles seamlessly through our platform’s horizontal scaling:

- 3 billion transaction items and 4 billion events
- 20 million events per day
- 3x higher loads in transactions and events during Black Friday week
- 10x higher loads on the heaviest Black Friday day

The Goals

JOANN’s initial goal was to gain a single, real-time view of omni-channel customers behavior. That soon gave way to more objectives, such as optimizing mobile marketing efforts and creating seamless and personalized cross-channel marketing experiences in JOANN’s store, and through mobile and digital channels.

The Solutions

A customer data platform (CDP) is a critical part of JOANN’s marketing technology ecosystem. AgilOne’s CDP allows JOANN to create a single view of the customer and activate data across marketing and advertising technologies through pre-built integrations and with flexibility to meet unique business needs. JOANN chose AgilOne as their CDP due to AgilOne’s support for JOANN’s enterprise volume of customer data, flexible support for specific business needs, and AgilOne’s pre-built integrations.

AgilOne unifies customer, event, and transaction data, creates a single customer profile, applies insights and analytics to that profile, and activates those insights across channels. For JOANN, each of these encompassed massive amounts of data.
JOANN is leveraging integrations into AgilOne's CDP to enable versatile use cases that encompass all 870 stores, as well as digital and mobile data. The integration between AgilOne and Euclid Analytics enables JOANN to capture email addresses of customers in stores, even if customers do not purchase. Using this integration, JOANN can run store abandonment campaigns by texting or emailing a coupon to customers while they are in the store, or by following up with a browse abandon series.

Supporting Enterprise Needs

Several million people use JOANN's mobile app every month and 75% of JOANN's advertising is on mobile. AgilOne stitches mobile ID, email addresses, web cookies, and authenticated users all together at the customer level, to enable hyper-personalized coupons on messaging for customers.

JOANN uses more than 300 custom attributes across the entire AgilOne platform, including entities and multiple source feeds. JOANN uses custom attributes and/or events in campaigns such as:

- Social data based campaigns
- Store abandonment campaigns
- SMS reactivation campaigns
- Pinterest/Facebook campaigns
- Following-up direct mail with an email

The Results

In just two months of executing highly targeted and personalized marketing campaigns with AgilOne, JOANN has seen:

- Increased online orders by more than 150%
- 3x response rate for reactivation campaigns
- Increased incremental revenue by 18%

“Acting on AgilOne data, we have built personalized post-purchase journeys that are relevant for each unique customer. This reinvigorated welcome email series and reactivation program has also translated from online engagement to in-store transactions, leading to an 18 percent increase of incremental revenue in the first two months alone.”

Steve Miller
VP of Marketing & Business Development
JOANN Stores

Additional enterprise retailers leveraging AgilOne to engage customers:

www.agilone.com