

## **Global sports retailer sees 470% increase in yearly ancillary revenue generated by Rokt**

### **The opportunity**

The global leader in licensed sports merchandise, operates e-commerce businesses for all major professional sports leagues, major media brands, and more. In an on-demand world, this retailer provides multi channel commerce for the world's biggest sports brands so fans can buy their favorite sports team's merchandise either online, on their phone, in stores, or at sports venues.

Their confirmation page had credit card sign-ups, magazine subscription offers, and one-off partnership deals across the page, which created a static, disjointed user experience, adversely impacting revenue flow.

As a high-performance, global e-commerce business that is driven to delight sports fans, the retailer needed a solution that:

1. Would not compromise on a great user experience
2. Delivers a strong, predictable revenue stream given high-seasonality of the business
3. Provides peace of mind knowing no heavy-lifting needed from their internal tech and business team to build and manage a marketplace

### **The solution**

The retailer chose Rokt Commerce to drive 100% of incremental revenue on their confirmation pages. After a customer hits 'Buy' on the site, they see relevant offers from third-party brands. Behind the scenes, a combination of trust and control went into making this partnership successful:

#### **Trust**

Since day 1, Rokt has worked closely with the retailer in doing the heavy lifting, creating and optimizing an on-brand experiences. They can check Rokt's platform anytime to see real-time performance and revenue generated to make business decisions accordingly.

Given Rokt's deep marketplace that reliably scales with the seasonality of their business (70% of purchases are made in Q4), they can predict revenue from Rokt to build into business forecasts.

Meanwhile, their internal engineering and business teams can focus on other priorities while benefiting from significant revenue generated by their confirmation page.

#### **Control**

Rokt streamlined varies offers on the confirmation page into a smart, personalized dynamic progression. Given the focus on a great brand experience, Rokt works closely with the retailer to grant them total control over all offers their customers see.

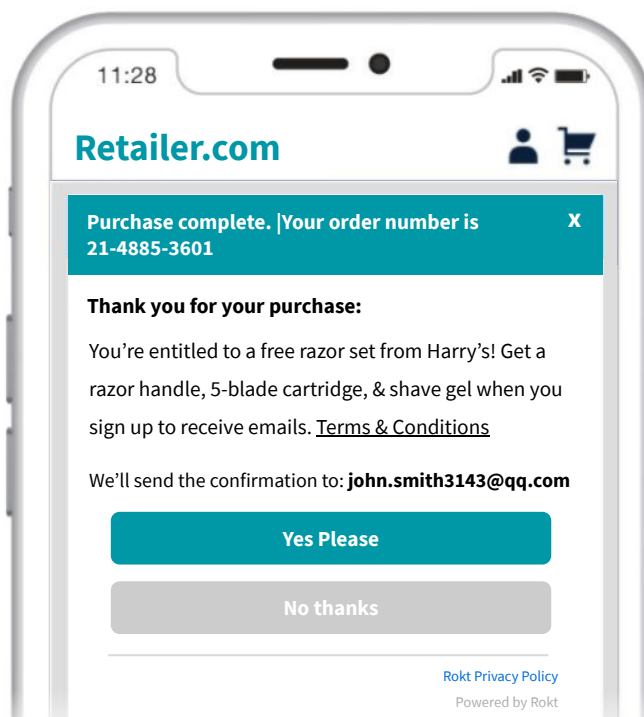
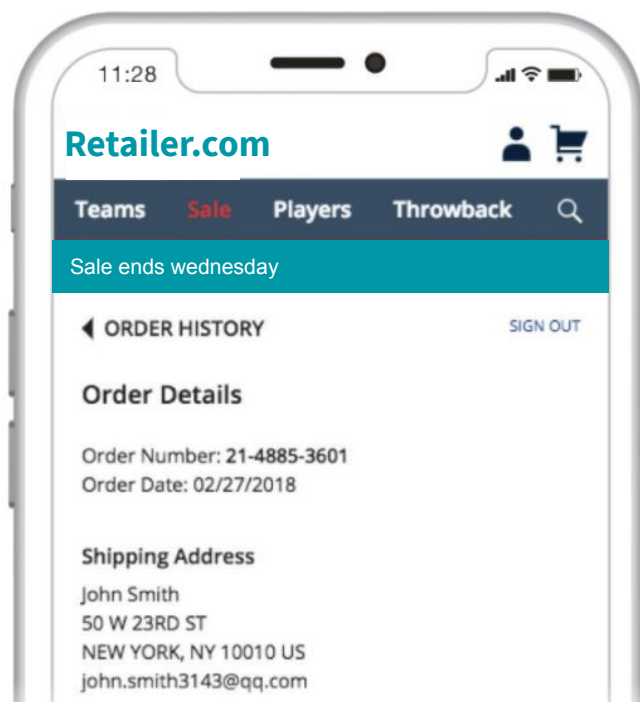
 We've seen great outcomes from monetizing the confirmation page through 

*Head of Advertising Operations* 

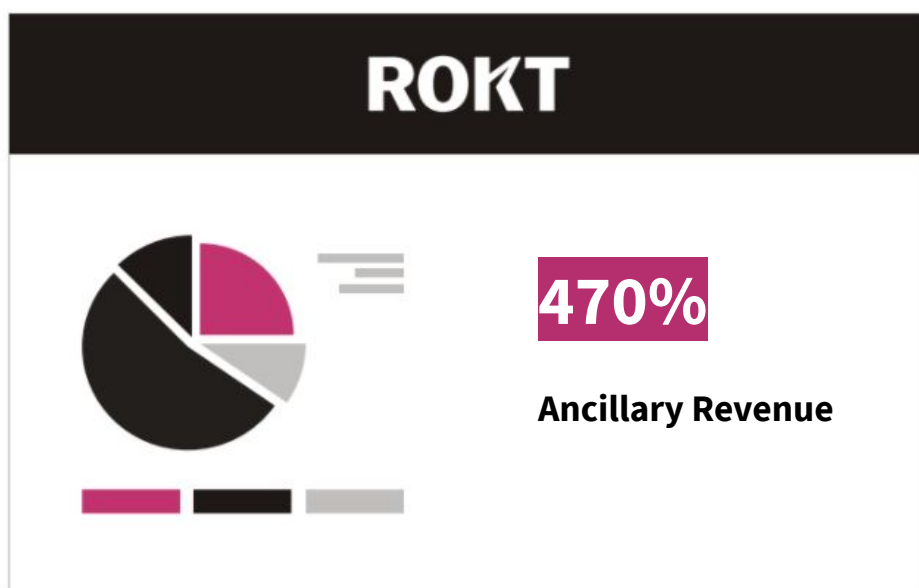
## The user journey

**01** Customers transact on the retailer's website and land on the confirmation page.

**02** At that moment, customers see a personalized, relevant offer from a third-party brand an opt into the offer.



**03** The retailer enjoys 470% higher ancillary revenue and can track performance as well as control user engagement in real-time.



## The results

**64%**

Of customers engage with the rokt-powered confirmation page.

**470%**

Increase in annual revenue generated by Rokt.

**100%**

Of the retailer's confirmation pages are personalized by Rokt

The greatest value lies in the effectiveness of Rokt's platform. For us, it's almost a set it and forget it product -- once it's up and running we can get huge benefit without having to actively manage it ourselves.

*Head of Advertising Operations*

## Rokt solution

E-commerce businesses typically optimize their websites up to the point of transaction. Most pay little attention to the customer immediately after they have made a purchase. Research shows this Transaction Moment™ is when online customers are happiest, providing a unique opportunity for businesses to grow revenue and lifetime value.

At Rokt, we've proven that the end of one transaction is the best place to start another action during the Transaction Moment.

## With Rokt Commerce, you can take advantage of:

- **Smarter monetization:** Keep your customers excited with personalized brand offers immediately after a purchase.
- **New partnership opportunities:** see what brand offers resonate most with your audience. Turn these insights into new, valuable relationships.
- **Brand control:** Control the user experience by including/excluding brands and industries to best fit your business wants and needs.

To unlock the power of Rokt Commerce and start monetizing your confirmation page, reach out to your Rokt contact or email [info@rokt.com](mailto:info@rokt.com)