

How Barbour Collected More Than 49,000 New Leads
in One Month with Mapp's Digital Marketing Services

BARBOUR CASE STUDY



Founded in 1894, Barbour is an English heritage and lifestyle brand renowned for its waterproof outerwear—especially its classic waxed-cotton jacket. With more than 10,000 jackets ordered and handmade each year, Barbour has held a strong position in the luxury goods industry for more than a century, building a strong relationship with fashion-conscious men and women of the British countryside.

In 2000, Barbour broadened its product offering to include a full lifestyle range of everyday clothes and accessories. Its major markets are the UK, US and Germany. However, Barbour holds a presence in more than 40 countries worldwide, including Austria, New Zealand and Japan. Using personalized insights derived with the services and digital marketing capabilities of Mapp, Barbour ran a one-month campaign that generated 49,700 new leads and 450,000 clicks to its website.

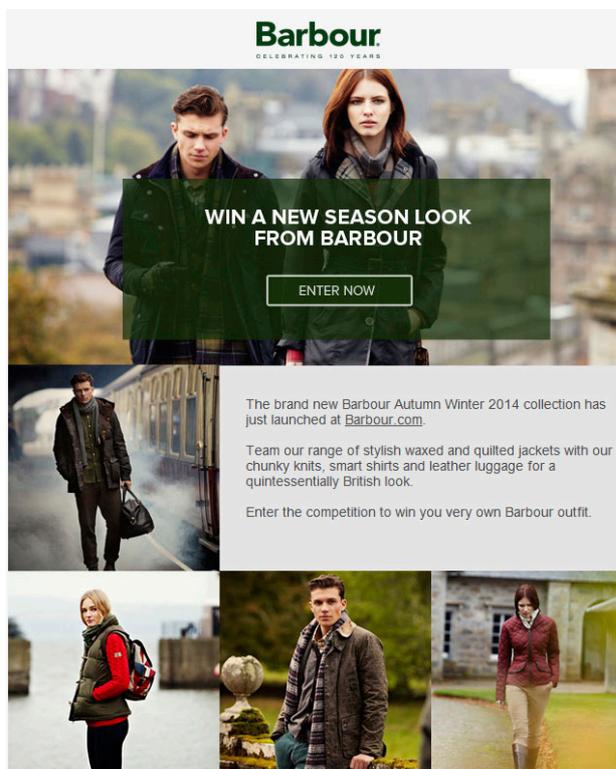
Challenge

Taking Ownership of Customer Relationships

Barbour has experienced outstanding consistent growth within its lifetime and, in August 2013, it launched its first e-commerce site in a bid to gain a stronger online presence. However, being a late starter in the e-commerce world, it was a challenge for Barbour to establish itself in the saturated digital arena. Having previously sold its products only through wholesalers and independent retail resellers, Barbour wanted to take ownership of the end-user relationship, whole customer journey and perception of the brand. While the brand is iconic and highly respected around the world, Barbour was aware of the importance in establishing direct relationships with its target audience – especially when encouraging users to engage with its new e-commerce platform.

It also understood that it needed to take more control of shaping the customer journey. That way Barbour could create and maintain the same exceptional level of quality in the user experience as that applied to the manufacturing of its products. To do this, the company needed to develop its understanding of its target market's online behavior. With the goal of reaching its target audience in order to build meaningful customer relationships, Barbour approached Mapp. Barbour's marketing department needed Mapp's Digital

Marketing Services team to offer a solution that would increase its knowledge of the unique characteristics and needs of its individual customers, as well as support the launch of its new UK e-commerce website.



IN ORDER TO SUPPORT ITS OVERALL E-COMMERCE STRATEGY, BARBOUR USED MAPP'S DIGITAL MARKETING SERVICES TO SEND RELEVANT PROMOTIONS AND OFFERS TO CUSTOMERS VIA EMAIL.

Solution

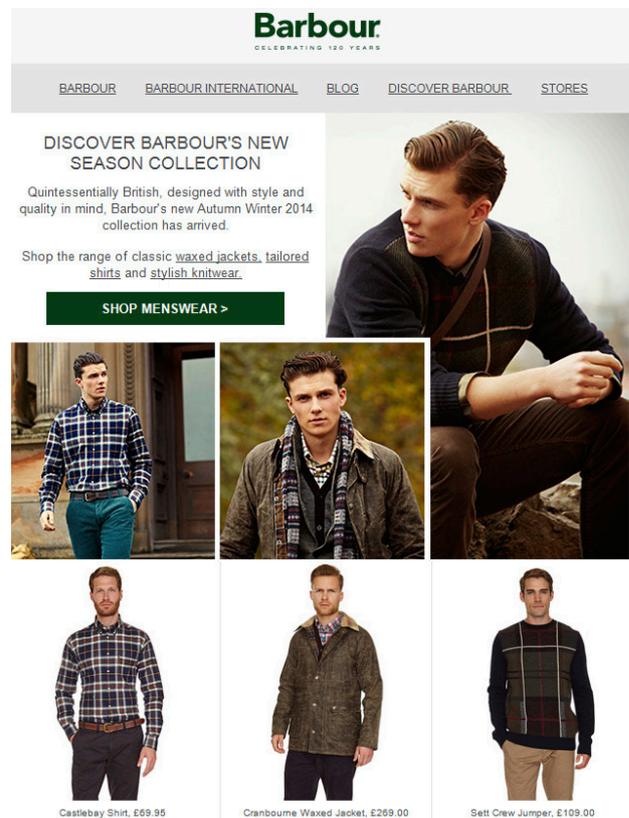
Implementing a Lead Nurture Program

The increasing shift to global e-commerce and the growth in digital consumerism requires brands to hold a strong online presence. This also means that retailers have to implement strategies that support their customers' evolving wants and needs, online and offline. Barbour and Mapp's Digital Marketing Services team embarked on the design and construction of a lead nurture program that ran over a one-month period. The campaign objective was to not only raise awareness and generate demand for immediate sales activity, but also to create a more long-term engagement mechanism that would lead to more sales over a sustained period of time. It was clear from the start that the strong relationship Barbour enjoys with its customers was a crucial factor that set it apart from its luxury retail competitors. Mapp's Digital Marketing Services team was keen to ensure this relationship was respected through the lead generation process.

The execution of the campaign was unique to Barbour. Typical lead generation campaigns were often executed as one-off registration events with a single sales promotion in mind. The data was usually restricted to just email addresses and basic profile fields, generated without consideration of the registrant's personal needs, and imported to be used solely for generic newsletter campaigns. This strategy frequently missed a huge opportunity for brands when learning about their prospects, often resulting in poor sales conversions. Mapp's Digital Marketing Services team understood that the true value of lead generation is twofold. First of all, by using the registration event to gather as much information as possible, the understanding of future buying intent and its affecting factors are developed. Secondly, by making sure that the collated data is effectively used to deliver valuable and personalized content, relevant sales opportunities are provided to the customer when they are next in the market to buy. To make sure this strategy drove

long-term sales, Mapp's Digital Marketing Services team built a customer lifecycle program, which delivered content over email and online display.

The nurture program content was integrated with display advertising and encouraged social media sharing. With Mapp's smart tagging of nurture content, Barbour was able to segment audiences according to their product preferences and launch display retargeting banners. Registrants were also invited to share content socially, which enabled Mapp's Digital Marketing Services team to identify 'social propensity' and segment users for future loyalty schemes and 'Tell-a-Friend' activities. In addition to the focus of increasing Barbour's newsletter base, Mapp conducted a data audit to analyze all of the data collected and better understand what factors would influence user engagement behavior.



Results

Delivering Personalized Content and Driving Digital Engagement

The strong collaboration between Mapp and Barbour meant that over the one-month campaign period, Barbour was able to create new and innovative ways of communicating with its customers. More than 49,700 leads were collected within the UK and DACH (Austria, Germany and Switzerland) regions and the lead generation program showed open rates of up to 60% and click-through rates of between 4-11%. The campaign also generated 450,000+ clicks to Barbour’s website and was so popular with fashion bloggers and national press that it was featured as a story in the Daily Mirror newspaper. Though the campaign was only a month long, a key focus was to help Barbour’s future marketing strategy. A preference center survey was implemented into the campaign design, which resulted in a 65% incentivized completion rate.

User data included:

- **Social network engagement**
- **Device engagement**
- **Location to nearest store**
- **Important considerations to the customer**

A deep level of insight has effectively given Barbour a huge capability to deliver personalized content and offers to its user base.

“Mapp proposed an innovative approach to our brief. The results have really helped to drive a much more personalized online experience for our customers.”

Barbour



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