FISH307 Seamlessly Integrates Multiple Systems to Boost Sales and Drive Customer Loyalty

FISH307 is a fishing tackle and equipment store in Lake George, New York, that has been serving specialty retail customers since 1992. They have expanded their eCommerce sales globally and have an extensive collection of rod and tackle, ice, and fly-fishing products, both in-store and online. They also offer replacement parts and repair services.

CHALLENGE

As FISH307 began to rapidly grow and expand into additional markets, they realized they could be driving even more customers to their eCommerce store through segmented, automated marketing.   Before Ascent360, they had been using a clunky tool that made it difficult to access their customer data from their various systems like BigCommerce, Lightspeed and ShippingEasy. This then made it tough to bridge the gap between parts buyers, anglers, and other markets they served, particularly online.

Tired of wasting time on messy spreadsheets and ineffective "batch-and-blast" email marketing, FISH307 quickly realized their existing tool wasn't cutting it. Among other things, it lacked the ability to present a clear view of their customers, resulting in them receiving irrelevant communications (i.e., customers who live in Florida should not receive ice fishing emails.) FISH307 wanted to be able to speak to their customers in a way they would relate to, clearly see their past purchases, and easily create targeted segments; all while saving time with automation. To do so, they needed a next level solution.

SOLUTION

Thanks to Ascent360's one-click integrations, FISH307 was able to aggregate data from multiple sources into a single, cleansed database. Any new data they collect flows into this system as well. It also allowed them to take that data and segment it based on factors like purchase history, demographics, and location. By doing so, they saw they had a lot of customers who had purchased once and never bought anything else. So, they created an automated email campaign that offered a custom promo code to bring those customers back for another purchase. That single return-traffic campaign accounted for 10% of their business within a single month and cost them less than it would to acquire a new customer.

By combining data points from all their systems, they were able to create a bridge between in-store and online customers. It enabled them to use information they gathered from one segment to then create additional future segments. FISH307 is using their data to build brand loyalty. If a customer attends a fishing lesson in-person or virtually, then buys ice fishing parts, they now know how to make that customer's experience unique and personal to them, which builds brand trust and drives retention.

Since implementing segmented, automated campaigns into their marketing, FISH307 has seen open rates increase to over 35% and over 250X more eCommerce store visits—the biggest spikes being immediately after sending emails. Their online store is growing and currently equates to 55% of total sales. In the last 365 days, these targeted campaigns have accounted for over 10% of all business, which is revenue they didn't have before making the switch to Ascent360.

KEY STATS

FISH307 has seen their eCommerce **store visitation increase over 250X after sending targeted, personalized campaigns**.

A single return-traffic campaign sent to existing customers **generated 10% of one month's revenue**.

In the last 365 days, all **Ascent360 campaigns** they are running **account for over 10% of business**.

Email **open rates have increased from 11% to 35%+.**