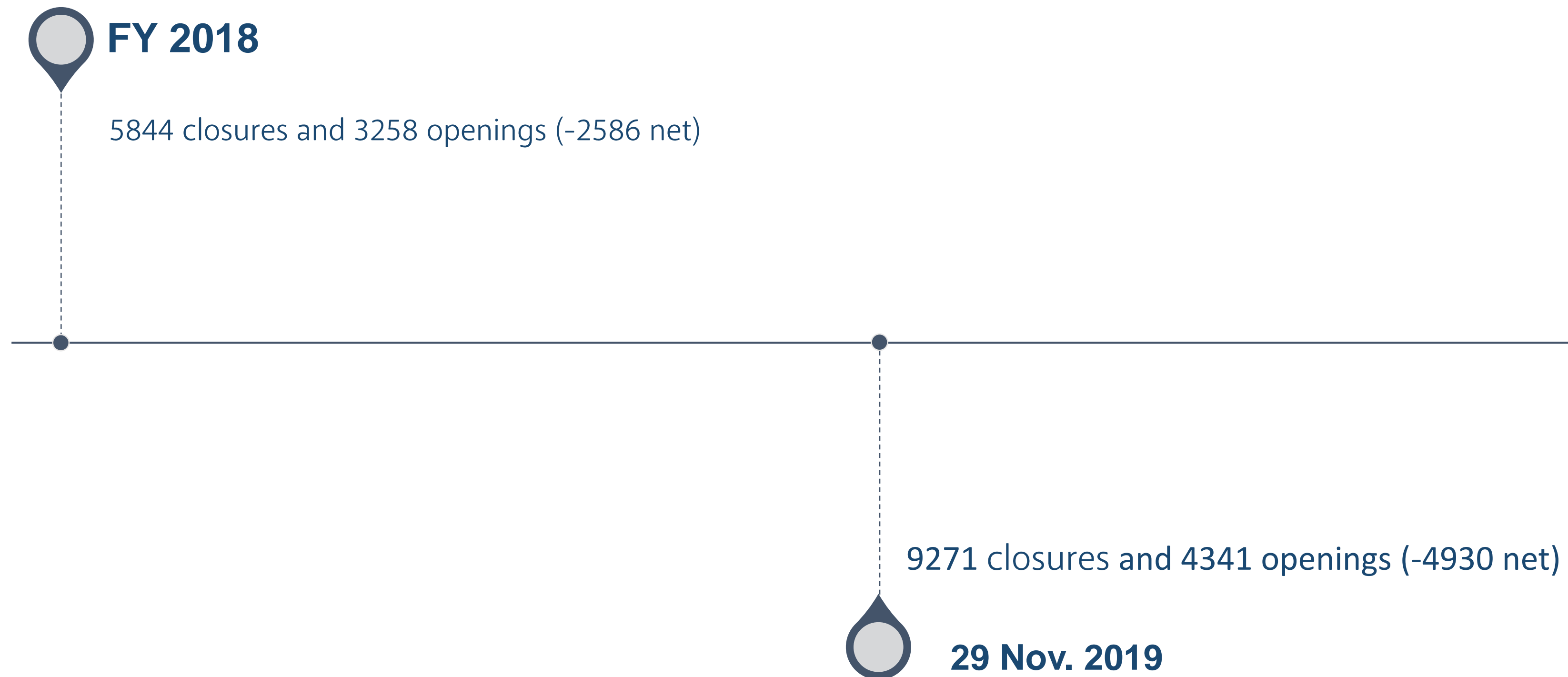


THE *FUTURE*  
IS PERSONAL



# 2020 INDUSTRY LANDSCAPE

# EVEN FEWER BRICK AND MORTAR



# CONSPICUOUS CLOSINGS

---

NORDSTROM – 4

---

MACY'S – 6

---

KOHL'S – 8

---

JC PENNEY – 27

---

J CREW – 20

---

CVS – 40

---

ABERCROMBIE & FITCH – 40

---

VICTORIA SECRET – 53

---

OFFICE DEPOT – 59

---

PERFORMANCE BIKE – 102

---

PIER 1 – 45

---

STARBUCKS – 150

---

GAP – 230

---

CHICOS – 250

---

GYMBOREE – 800

---

PAYLESS – 2100

# SHRINKING FOOTPRINT



DEATH OF THE B/C MALL  
MEANS RISE OF THE STRIP



MASS RETAILERS OPENING  
SMALLER LOCATIONS

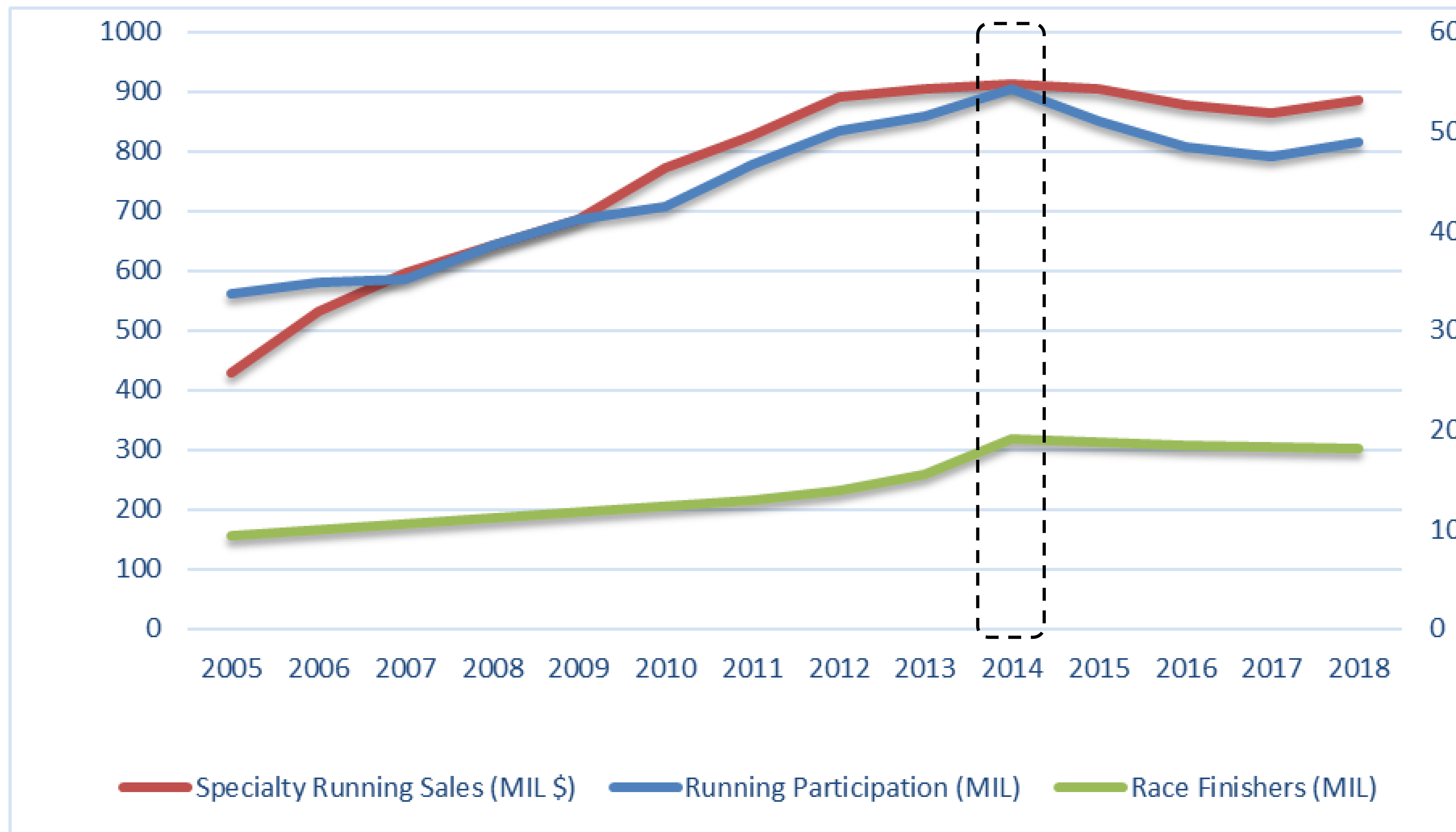


TARGET NOW OFFERS DRIVE  
UPS IN ALL 50 STATES

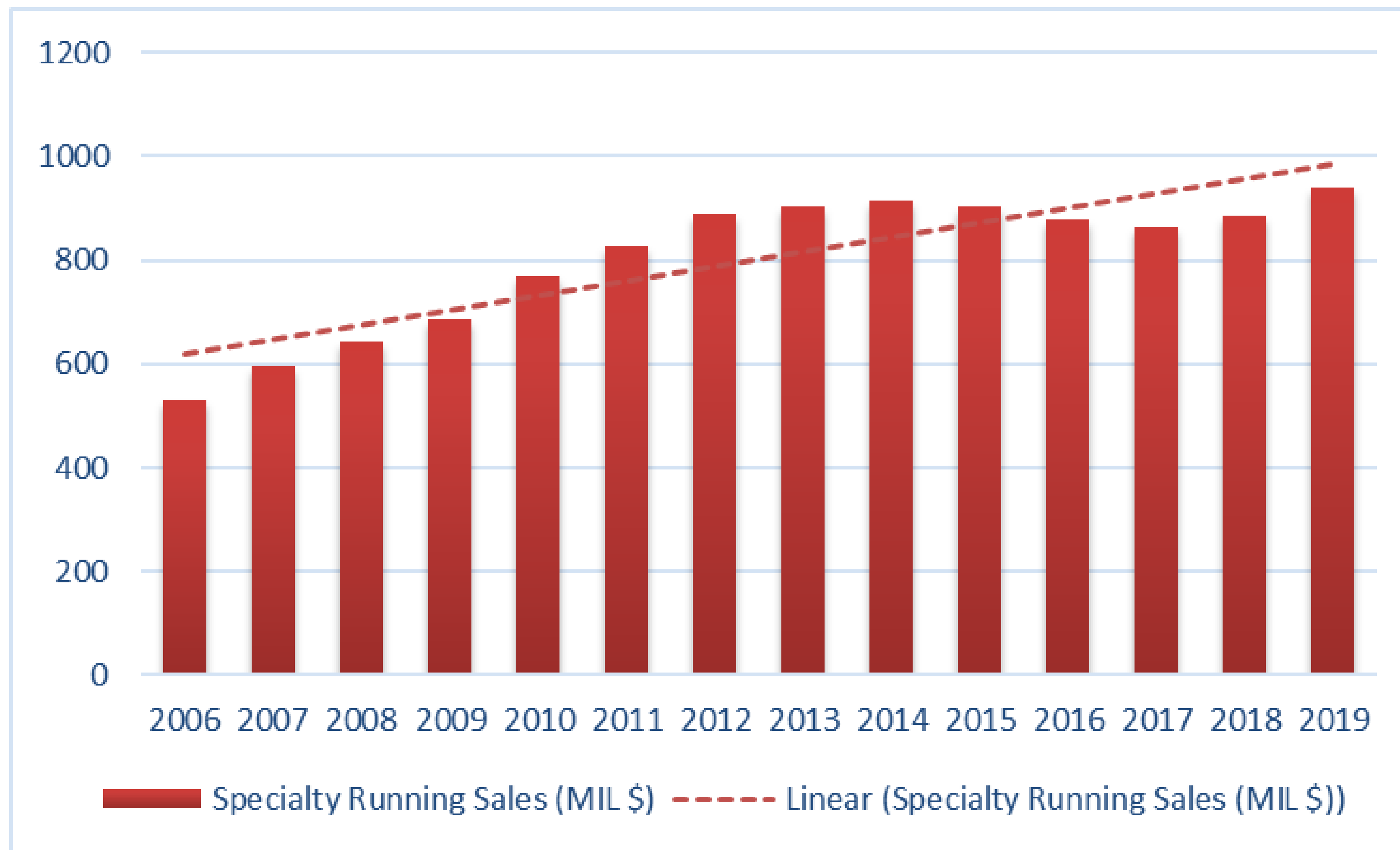


# 2020 SPECIALTY RUN CHANNEL

# PARTICIPATION VS SALES

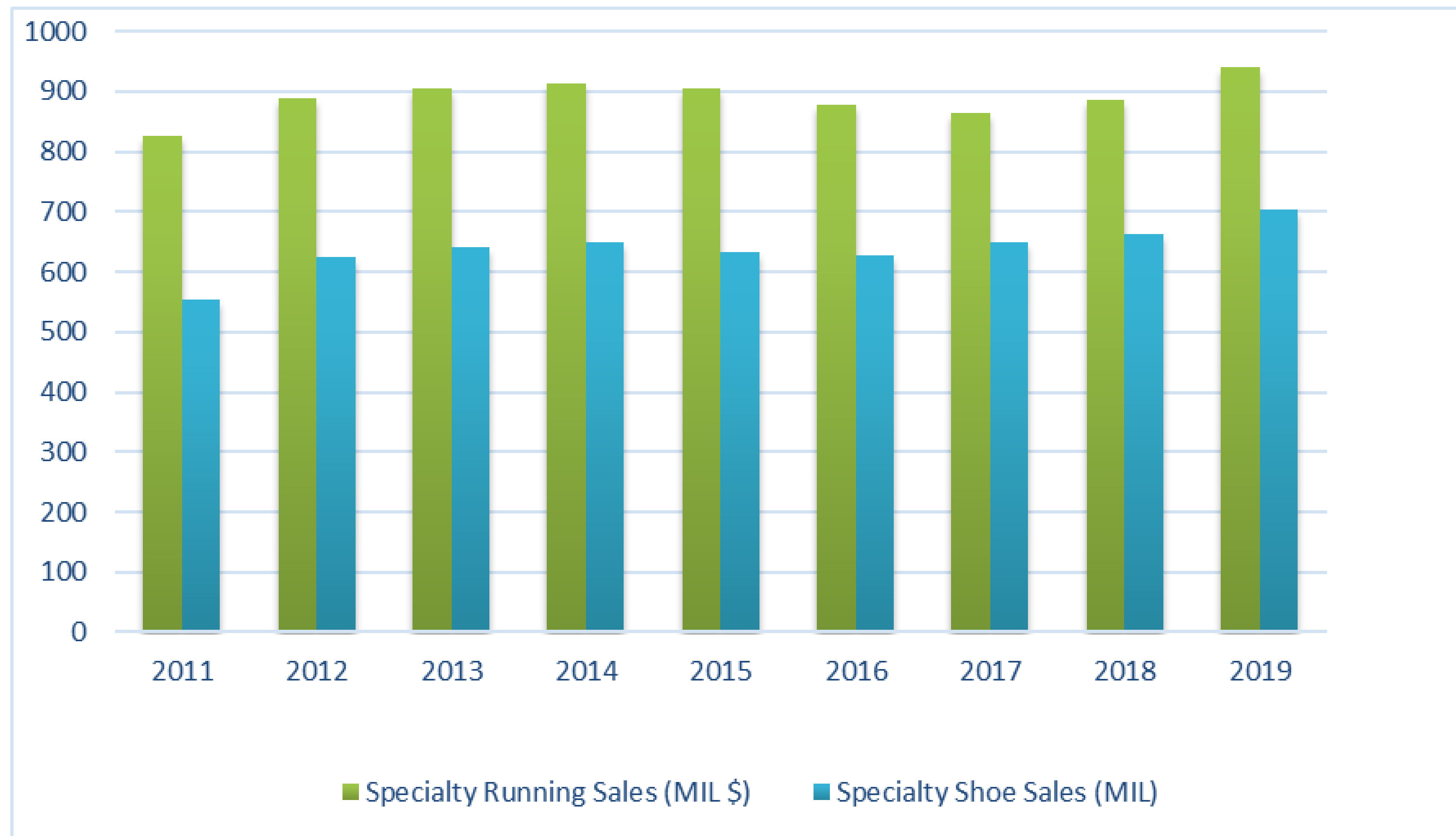


# SPECIALTY CHANNEL SALES TREND





# SPECIALTY CHANNEL SALES TREND



# SPECIALTY CHALLENGES

8%

CORE RUNNING POPULATION IS NOT INCREASING



12%

CASUAL RUNNERS HAVE MORE DIVERSE INTERESTS THAN EVER



33%

NEW CUSTOMERS ARE CRITICAL TO SPECIALTY RETAIL SUSTAINABILITY

# SPECIALTY ADVANTAGE

## ONLINE ADVANTAGE



## SPECIALTY ADVANTAGE





We thought about how we can get you more sleep.  
Here's what we came up with.

# REWARD BENEFITS

**gojohnnygo**

⋮

♡
💬
↗

🔖

**2,592 likes**

**gojohnnygo** I love my new gear thanks to @wildchildz. Working for @werunwild1 comes with it's perks! Join in on the fun! #werunwild

[View all 13 comments](#)

**norey\_cugent** Yeah bud!! @noahmaisonet

**sleighter.ss** love these socked days

4 HOURS AGO

# TRAINING GROUPS

**wildchildz**

⋮

♡
💬
↗

🔖

**2,592 likes**

**wildchildz** Learn from the best runners in the world this weekend. WildChildz members save up to 25% when you reserve your spot early.

[View all 13 comments](#)

**norey\_cugent** Yeah bud!! @noahmaisonet

**sleighter.ss** love these socked days

4 HOURS AGO

# KEY MESSAGES

---

**A brand community will tackle  
the issues keeping you up at night**

**You can do it**

A BRAND COMMUNITY **WILL**  
TACKLE ISSUES KEEPING YOU  
UP AT NIGHT

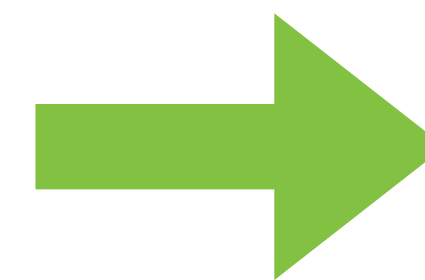
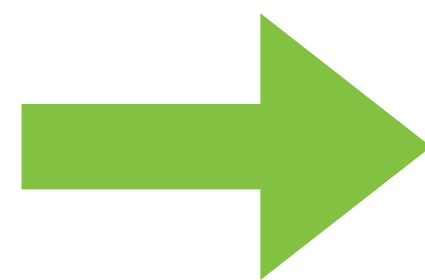




# BRAND COMMUNITY

- more time
- more cash
- more team
- more relevance

# EXPERIENCE



# THE CASE FOR PERSONALIZATION

**44%** of customers say they'll become repeat buyers after personalized shopping experience<sup>1</sup>

**52%** are more inclined to change brands if a company doesn't offer personalized communication<sup>2</sup>

**91%** of consumers are more likely to shop with brands that provide relevant offers and recommendations<sup>2</sup>

<sup>1</sup>(Segment, 2017)  
<sup>2</sup>(Accenture, 2019)

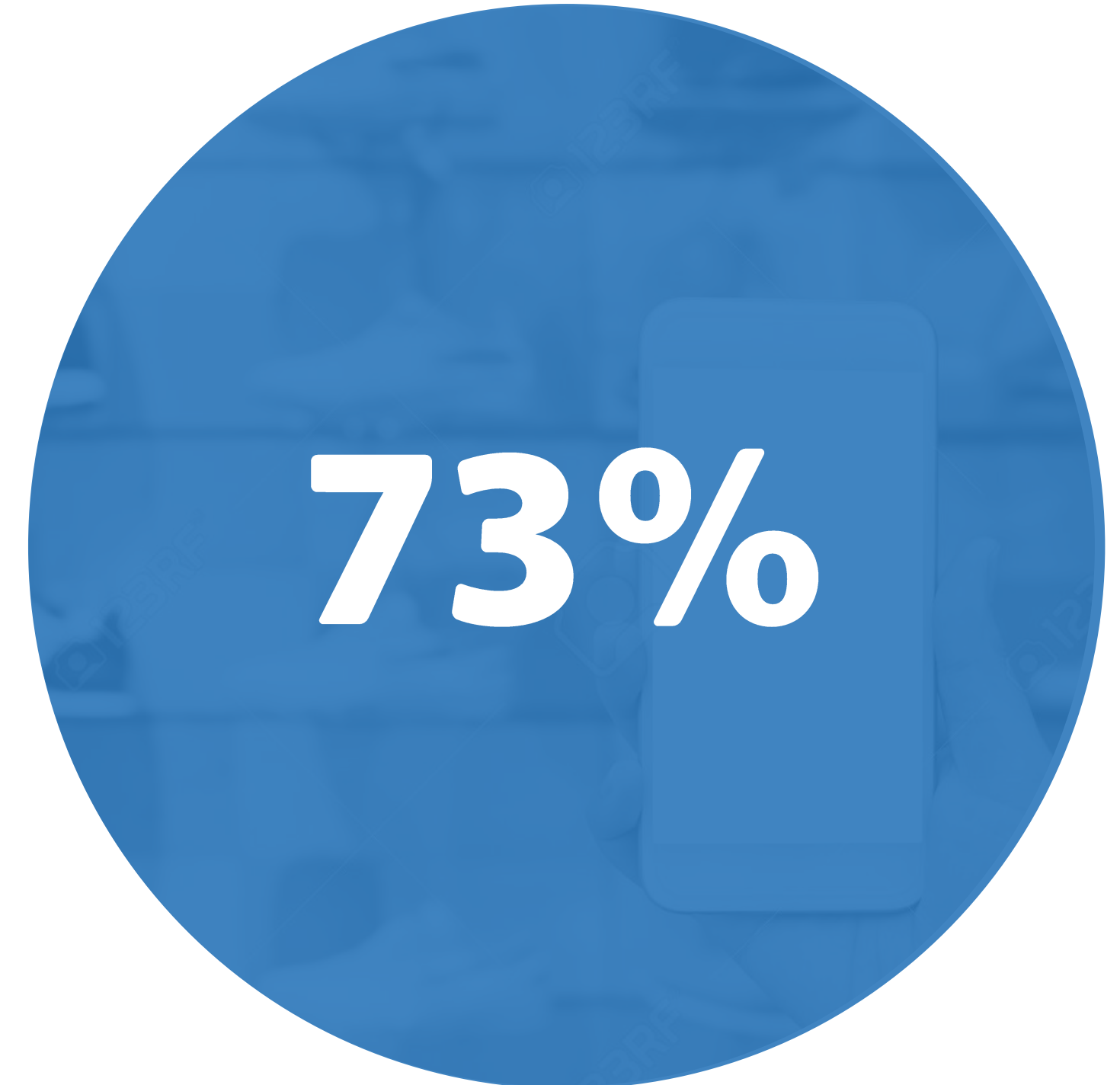
# THE CASE FOR SEAMLESSNESS



of customers  
shop online-only



of customers  
shop store-only



of customers use multiple  
channels during shopping journey

# THE CASE FOR SEAMLESSNESS



**25%** OF MILLENNIALS

LOOK AT THEIR CELLPHONE  
MORE THAN **100X** PER DAY

SPEND MORE THAN **5** HOURS  
ON THEIR SMARTPHONE DAILY

# THE CASE FOR EXPERIENCE

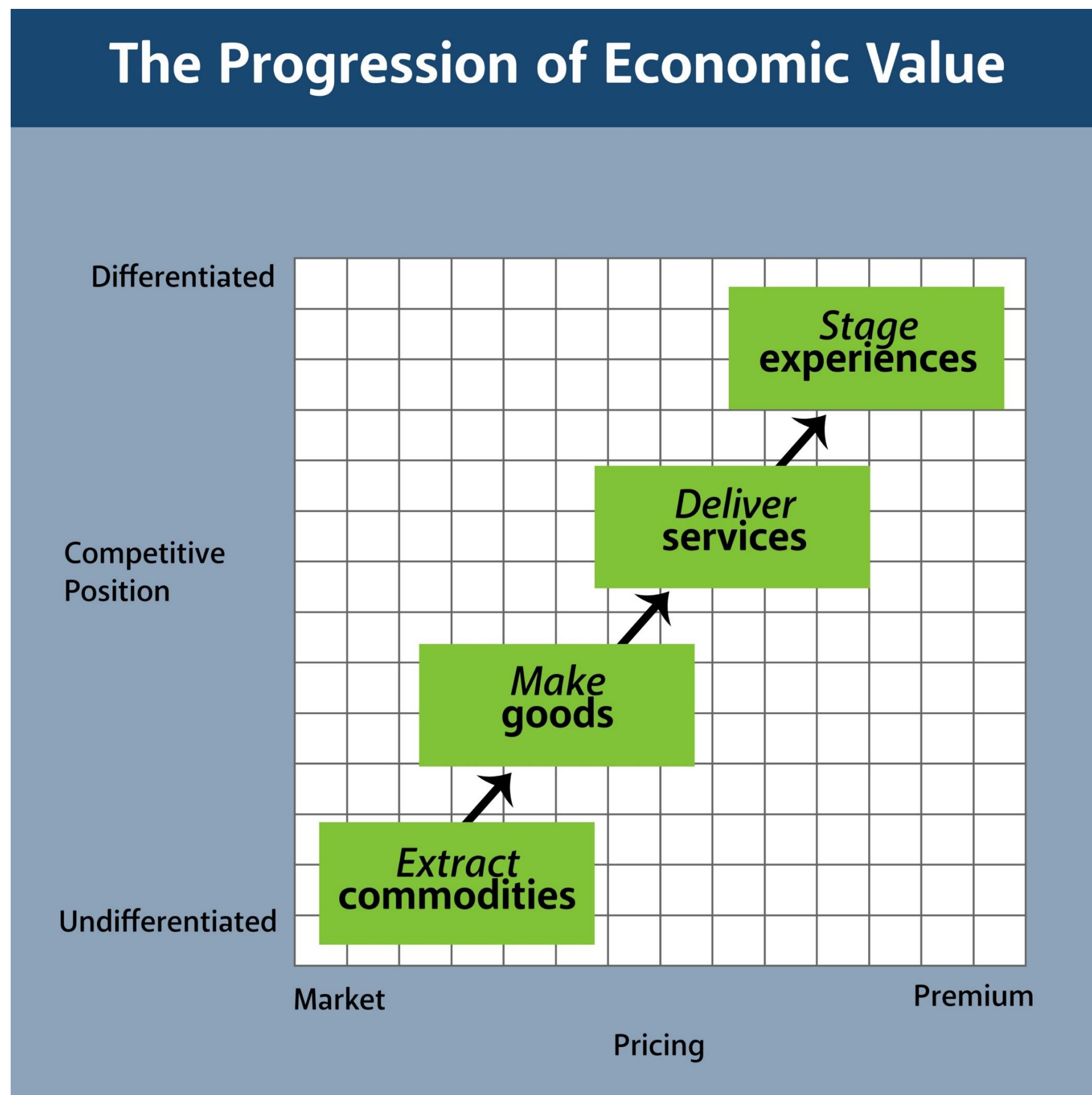


Figure 1. The Progression Of Economic Value, 1998.<sup>1</sup>

By 2020  
**customer experience > price/product**  
 to earn **customer loyalty**<sup>2</sup>

<sup>1</sup>(Harvard Business Review, 1998)

<sup>2</sup>(Forbes, 2019)

**EXPERIENCE =**  
**PERSONALIZATION + SEAMLESSNESS**

# SEPHORA

*Let's beauty together*

- reward program
- in-store services
- online platform
- daily content
- influencers



## 2019 BEAUTY INSIDER BENEFITS



Points per \$1  
ALL TIERS



Birthday gift  
ALL TIERS



Rewards Bazaar  
ALL TIERS



Seasonal savings  
ALL TIERS



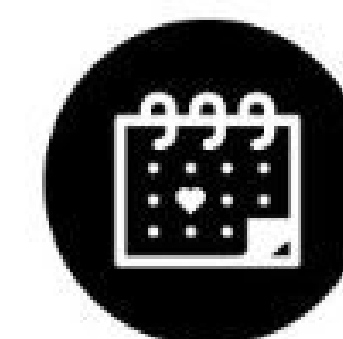
Tier celebration gift  
VIB+ROUGE



Free standard shipping  
ROUGE



Early access to products  
ROUGE



Exclusive events  
ROUGE



\$100 Rouge Reward<sup>+</sup>  
ROUGE

## MORE BENEFITS

In-Store Beauty Services

Free Beauty Classes

The Beauty Insider Community



# PERSONALIZATION + SEAMLESSNESS

Home
Groups
Conversations
Gallery



*BeautyINSIDER*  
**COMMUNITY**

Real people. Real time. Real talk. Find beauty inspiration, ask questions, and get recommendations from members like you. You ready?

**COMPLETE YOUR PROFILE** ▶




**GROUPS** ▶

Follow topics you love and connect with fellow members.



**CONVERSATIONS** ▶

Ask questions, chat with brands, and keep up with breaking beauty news.



**GALLERY** ▶

Browse, post, and get inspiration for looks created by people like you.



**EVENTS** ▶

Score access to exclusive events and join community meet-ups IRL.



WHAT DOES THIS  
MEAN FOR YOU?

**EXPERIENCE =**  
**PERSONALIZATION + SEAMLESSNESS**

# PERSONALIZATION

## *Beauty* INSIDER

- Consumer profile
- User-generated content
- Relevant conversations
- Exclusive events

## WILDCHILDZ

- Rewards program
- Exclusive promotions
- Daily content
- Seasonal savings

**TECHNOLOGY AND  
SHARED IDENTITY**

# SEAMLESSNESS



## WILDCHILDZ

### WILDCHILDZ RUNNING INSIDER

Want the best deals around? Join our rewards program and take advantage of some of the best deals a running store has to offer.

[COMPLETE YOUR PROFILE >](#)

## WILDCHILDZ

HOME ABOUT SIGN UP BLOG REWARDS INFLUENCERS

### BLOG

**Top 10 Holiday Recipes**  
Written by Becky Keylow  
Don't be stumped this year for the holidays and impress your friends with some of our favorite meals...  
[READ MORE](#)

**Trim Your Mile in 3 Easy Steps**  
Written by Tom Middledeck  
Struggling to get to the next level in your mile run? We have some easy tips to help you push yourself...  
[READ MORE](#)

**Your Favorite Marathon Just Got Better**  
Written by Jenny Farun  
The Boston Marathon is going to have some fun changes this year. You will love what you see!...  
[READ MORE](#)

**Injuries Keeping You Down?**  
Written by Meghan Slodon  
Can't hit that goal you've been working on for years because injuries are keeping you down? We have some tips to keep...

wildchildz

2,592 likes

wildchildz Learn from the best runners in the world this weekend. WildChildz members save up to 25% when you reserve your spot early.

norey\_cugent Yeah bud!! @noahmaisonet sleigher.ss love these socked days 4 HOURS AGO

gojohnnygo

I love my new gear thanks to @wildchildz. Working for @werunwild1 with it's perks! Join in on the fun! #werunwild

norey\_cugent Yeah bud!! @noahmaisonet sleigher.ss love these socked days 4 HOURS AGO



**LINKS PHYSICAL AND  
DIGITAL**

# EXPERIENCE

how do the **WILD CHILDZ**  
create experience?

how do **BEAUTY INSIDERS**  
create experience?

**FORGE PERSONAL CONNECTION  
THROUGH THE BRAND**

RELEVANCE

**MORE TIME**

RELEVANCE

**MORE CASH**

RELEVANCE

**MORE TEAM**



**YOU CAN DO IT**



# PHASE I: BUILD YOUR BRAND COMMUNITY



# SUCCESS DRIVERS

identity

desire

engagement

connection





## BRAND YOUR COMMUNITY

- NAME COMMUNITY
- DETERMINE MESSAGE

## IDENTIFY THE RIGHT PERSON

- PHOTOGRAPHY/VIDEOGRAPHY
- TARGETED SEARCH AND SOCIAL
- RELEVANT PLATFORMS

## REALLOCATE YOUR TIME

- NEWSLETTER
- EMAIL BLASTS

# PHASE II: MAKE DIGITAL YOUR TOP PRIORITY



# LINK PHYSICAL/DIGITAL

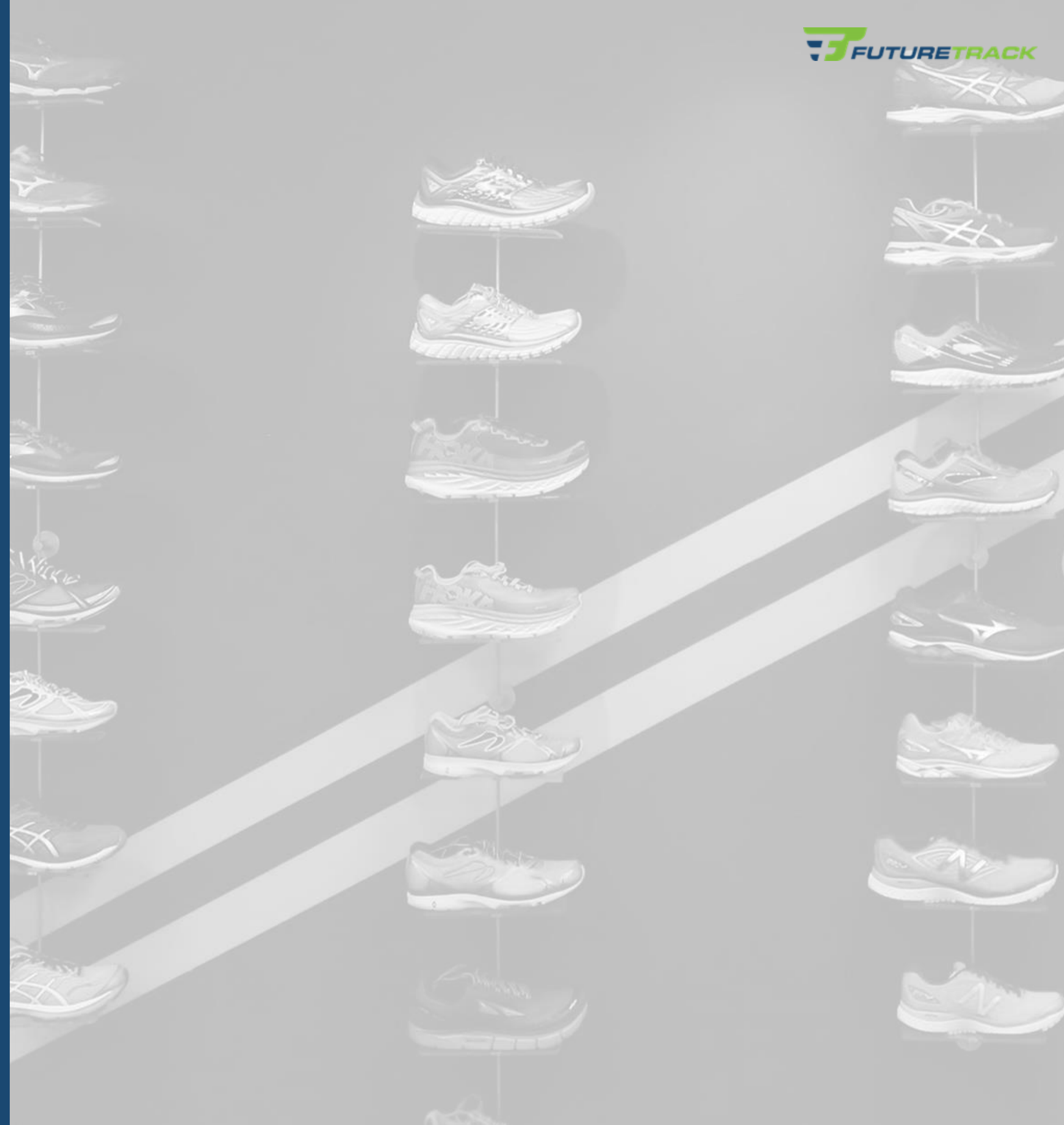
- TRAINING PROGRAMS
- EVENTS
- EMAIL
- SOCIAL
- BLOGS
- MICRO-INFLUENCERS

# UPDATE WEB DESIGN

- DEDICATED BRAND COMMUNITY SECTION

# PERSONALIZE OUTREACH

- EMAIL
- INCENTIVES & REWARDS



A brand community will get you *more sleep*

TIME  
CASH  
TEAM  
RELEVANCE

YOU **CAN** DO IT





# References

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# 20<sup>th</sup> CENTURY SALES CHANNELS



# THE 2020 PYRAMID



INTERNET

BOX

SPECIALTY



# 2020 NECESSARY INGREDIENTS



COMPETITIVE FOOTPRINT



BALANCED SELLING/SERVICE  
CULTURE



COMMUNITY ROOTS



SYSTEM COMMAND

# THE 2030 SPECIALTY SOLUTION



Personalization in all aspects of  
Communication



Seamless Convenience

# BOPUS IS A BIG DEAL



40% of online customers say it's the most valuable aspect of the retail shopping experience.



81% of internet users said they BOPUS'd last year

# WHY BOPUS?

## Why Do Internet Users Worldwide Use Click-and-Collect Services?

% of respondents, Jan 2019

### Avoid shipping charges

47.4%

### Save time by not having to shop in-store

44.4%

### Pick up my purchase on the same day

38.9%

### Guarantee an item is in stock before I go to the store

38.5%

### Can take my time when deciding what to purchase

38.1%

### Can return items more easily

21.2%

### Do not buy online, pick up in-store/click and collect

16.3%

Note: ages 18+

Source: iVend Retail, "Global Shopper Trends Report" in partnership with AYTM, Feb 19, 2019



# TODAY'S NECESSARY INGREDIENTS



Clean Data



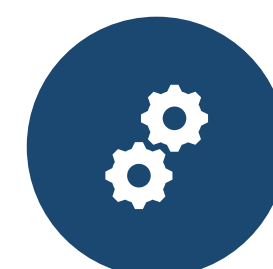
Inventory Visibility



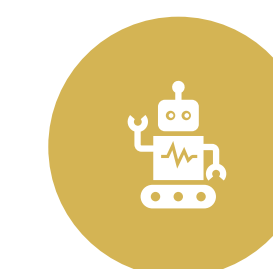
Centralized Customer  
Record



Convenient Sales  
Options



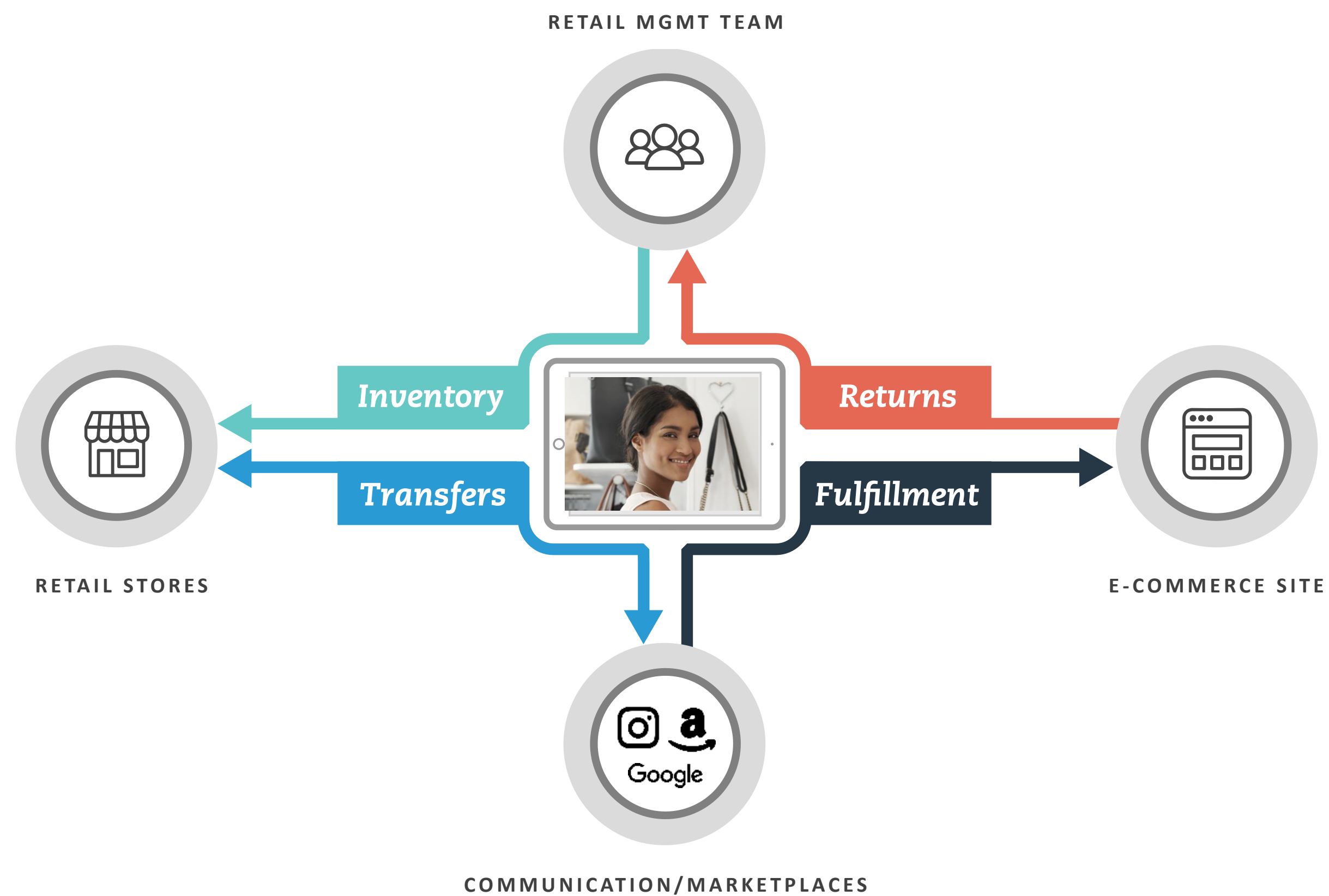
Nimble API  
Technology



Automation

**WHAT CAN YOU  
DO TODAY?**

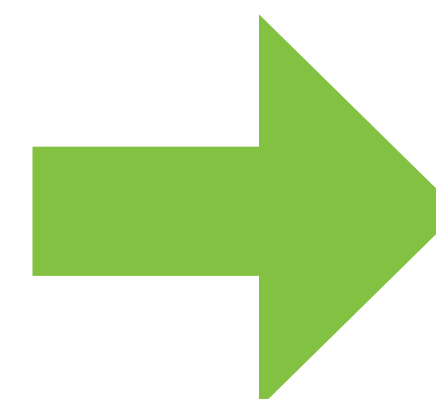
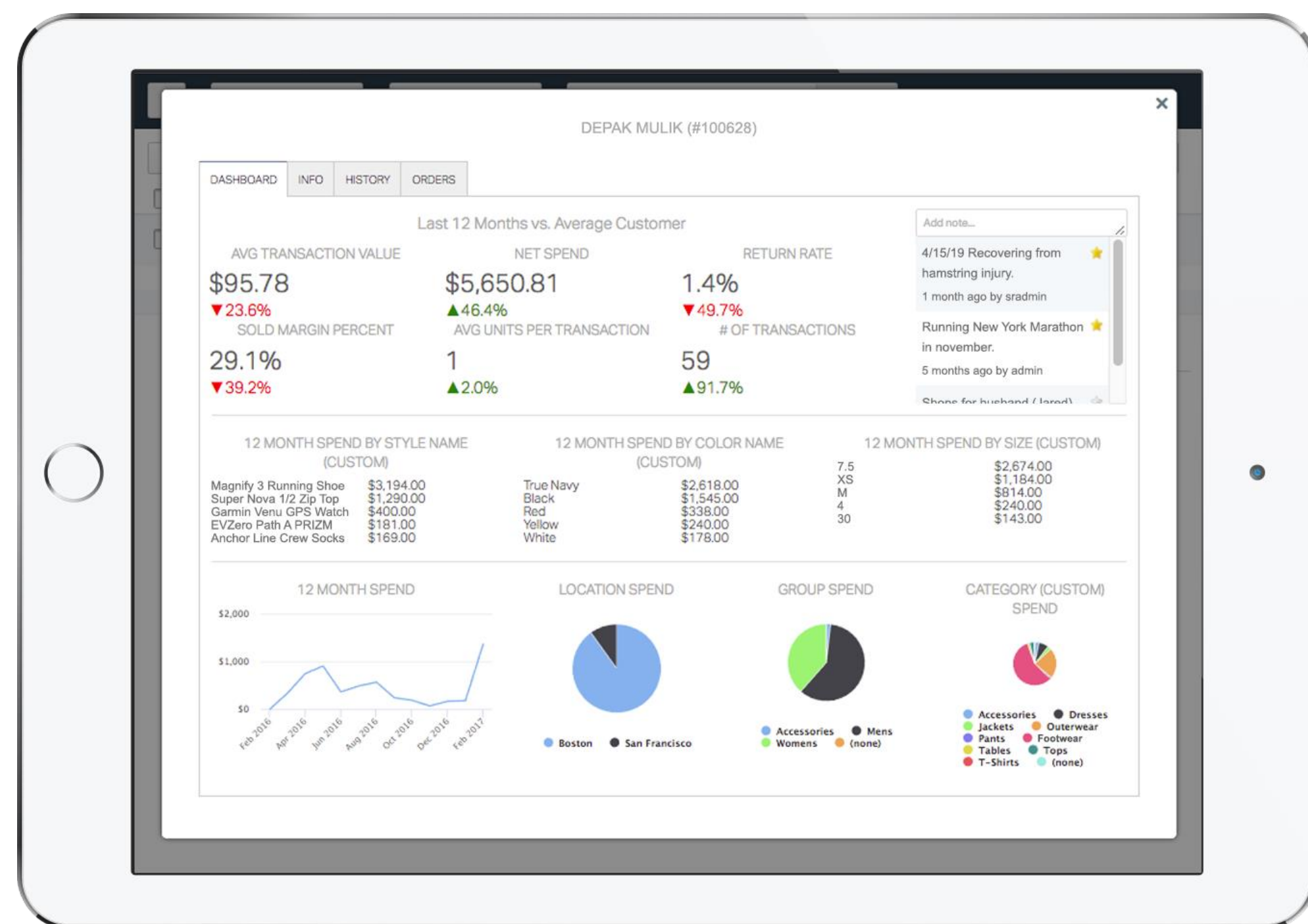
# CUSTOMER IS CENTER OF EVERYTHING



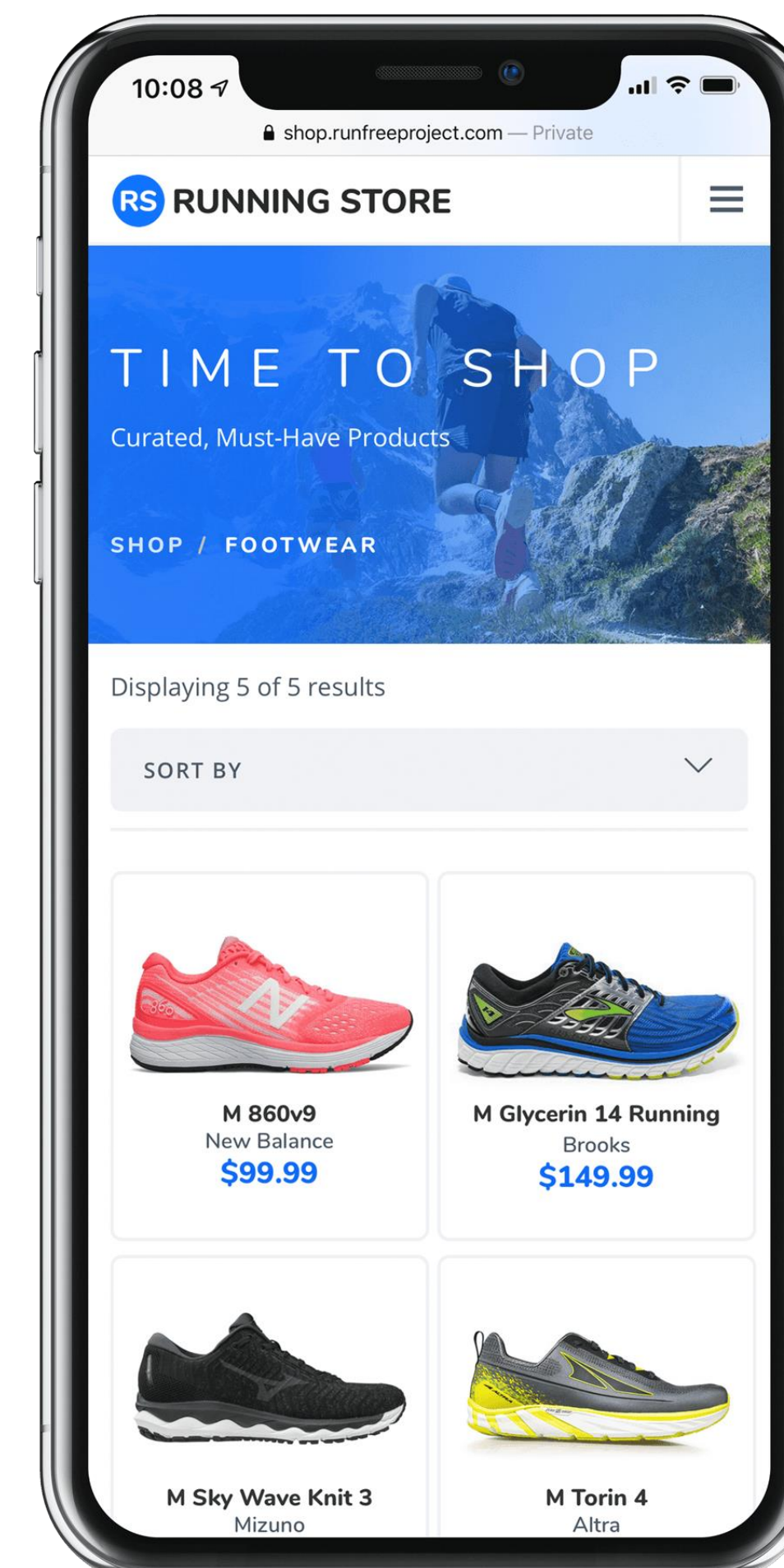
# PERSONALIZATION + SEAMLESSNESS

## STEP 1

### NIMBLE POS



### INTEGRATED ECOMMERCE



# PERSONALIZATION + SEAMLESSNESS

## STEP 2

### SEGMENT CUSTOMERS

springboard<sup>RETAIL</sup> Point of Sale Sales Inventory Purchasing Reporting Settings Emily

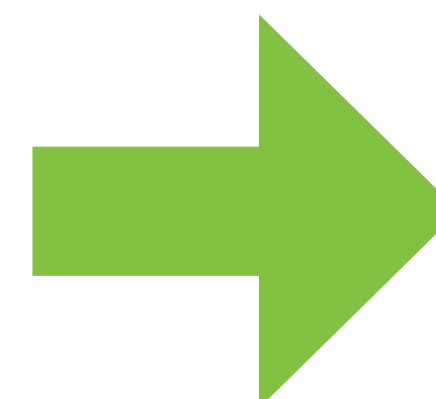
★ TOP CUSTOMERS - Adidas Save Export

FILTERS GROUPS METRICS PIVOTS BETA SORT COMPARE OPTIONS

Select to add

- Source Sales » Net Sales
- Source Sales » Net Qty Sold

VENDOR » NAME	CUSTOMER » NAME	SOURCE SALES » NET SALES ↓	SOURCE SALES » NET QTY SOLD
Adidas	No Customer	\$152,122.20	1,060
Adidas	Earnestine Mraz	\$992.00	4
Adidas	Luciano Fadel	\$863.00	4
Adidas	Kellie O'Hara	\$863.00	4
Adidas	Martine Gleichner	\$813.00	4
Adidas	Gerhard Shanahan	\$744.00	3
Adidas	Rosalie Ratke	\$744.00	3
Adidas	Lynic Spinka	\$496.00	2
Adidas	Madeline Gaylord	\$496.00	2
Adidas	Zane Hamill	\$496.00	2
Adidas	Alessia Stehr	\$496.00	2
Adidas	Kiel Gerhold	\$496.00	2
Adidas	Rossie Ledner	\$476.00	4



### AUTOMATED CAMPAIGNS

**run for your life™**

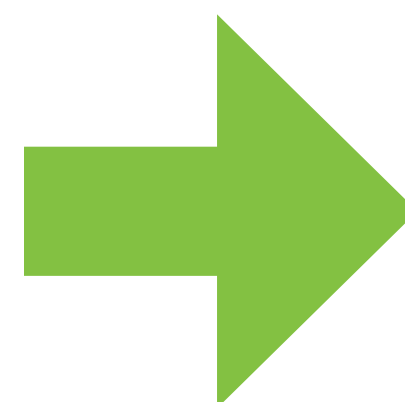
**SHOP & SAVE**

**Dear Customer,**  
 It looks like you enjoy Adidas. Take a look at their new summer running apparel that we just added to our online store. **Save 15%** when you purchase \$100 or more.

# PERSONALIZATION + SEAMLESSNESS

## STEP 3

### SINGLE CUSTOMER VIEW



### PREDICTIVE MODELING

**Dear Customer,**  
 We thought you might like to know about our 30K coming up in September 15th at Blue Mountain. With over 500 participants, it makes for a great time to bring your friends or family and make new friends in our community.

THE *FUTURE*  
IS PERSONAL