Case Study > The Home Depot

Primary Business Problems:
1. Losing revenue due to out-of-stock products
2. No visibility to unmet demand of customers
3. Consumer frustration resulting from dead ends

MyAlerts Solutions:
1. Provide back-in-stock alerts on out-of-stock products
2. Gain real-time demand reporting by SKU, category, brand
3. Powerful insights relating to inventory conversion

Results:
1. More than **2 million** customers with active stock alerts
2. Captured **$600 million** in lost opportunity via alerts
3. Driving **$2M** in recaptured online sales each month
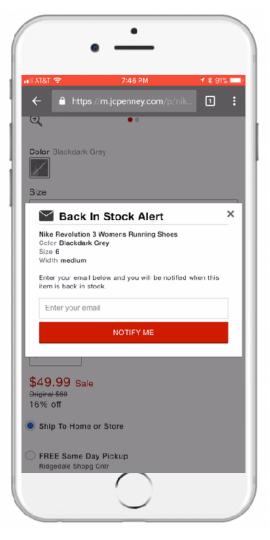4. Improved sales-to-inventory ratio

Case Study > JCPenny

Primary Business Problems:
1. Losing customers due to out-of-stock products
2. Unsustainable customer retargeting costs
3. Site + app not "sticky" nor driving engagement
4. Fast fashion items not coming back in stock

MyAlerts Solutions:
1. Provide back-in-stock alerts on every product/size/color
2. Re-engage customers when change in availability or price
3. Recommend similar items if chosen item not available
4. Analysis of unmet consumer demand by category

Results:
1. More than **955,000+** customers set up stock alerts
2. Captured **$48 million** in lost opportunity via alerts
3. Driving **$500K** in recaptured online sales each month

Case Study > Macy's

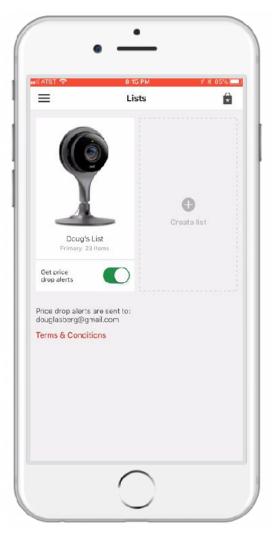**Primary Business Problems:**

1. Customers not using wish list on shopping site or app
2. Unable to capture future product purchase intent
3. Retargeting costs growing unsustainable

MyAlerts Solutions:

1. Power price alerts for items in wish lists
2. Re-engage customers when price drops in wish list
3. Provide alerting within shopping app + wish list to allow customers
   to self-personalize shopping experience

Results:

1. Customers added **10X more products** to wish list (30 avg)
2. Captured **$774 million** in future purchase intent via lists
3. Driving best customers back **30x per month** via alerts
4. Significant increase in wish list adoption
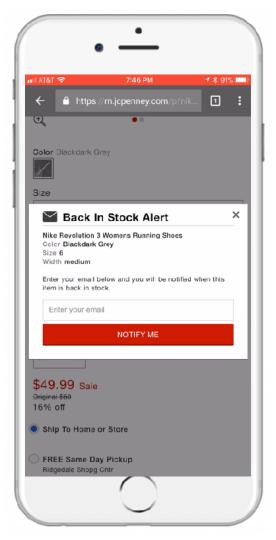5. Favorable Macy's app reviews referencing alert functionality

Case Study > Last Call

Primary Business Problems:
1. Consumers not aware when new products arrive
2. Generic email campaigns losing effectiveness
3. Inability to conduct automated email campaigns by designer

MyAlerts Solutions:
1. Provide new item alerts when favorite designer items arrive
2. Provide clearance alerts when items are clearanced
3. Powerful insights relating to brand loyalty
4. Powerful insights regarding seasonal activity

Results:
1. Over **1.5 million** customized alerts each month
2. Clearance alerts significantly **decreased aged inventory**
3. Driving **daily engagement with loyal customers**
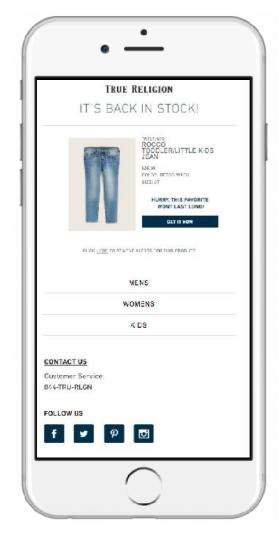4. Improved visibility into customer preferences

Case Study > True Religion

Primary Business Problems:
1. Consumers not able to purchase out-of-stock items
2. No visibility into unmet demand by size
3. Inability to merchandise based on true demographics

MyAlerts Solutions:
1. Provide back-in-stock alerts when items are available
2. Powerful insights relating to mobile adoption
3. Powerful insights regarding larger sizes

Results:
1. **Mobile-friendly alerts** meet demand of consumers
2. Insights regarding **unmet large size** demand created category
3. Driving **consumer loyalty** as they have a voice in production
4. **Created a new brand** to serve demand for larger-sized items
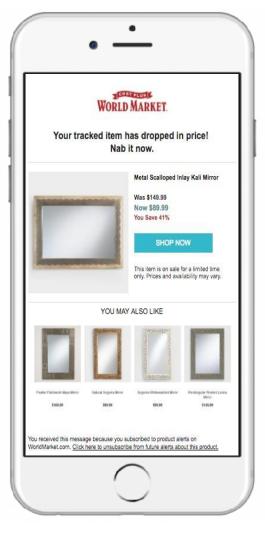
Case Study > **World Market**

Primary Business Problems:
1. Consumers not able to purchase out-of-stock items
2. No visibility into unmet demand by category or item type
3. Inability to customize and automate sales by item

MyAlerts Solutions:
1. Provide back-in-stock alerts when items are available
2. Provide price alerts when items are reduced
3. Powerful insights regarding merchandising mix
4. Powerful insights regarding pricing elasticity

Results:
1. Increase in home furniture sales due to **inventory diligence**
2. Customized sales **increase overall margin**
3. Insights regarding unmet consumer demand **drive planning**
4. **High-conversion email campaigns** drive traffic and sales

Contact Us!

ignitetech.com/myalerts

ignite-technologies

Success@IgniteTech.com

IGNITETECH
WHERE SOFTWARE GOES TO LIVE