How Talon.One empowered Eddie Bauer to create targeted, margin-boosting promotions

Talon.One + Eddie Bauer

INDUSTRY

Clothing

BUSINESS TYPE

Retail

LOCATION

United States

YEAR FOUNDED

1920

INTEGRATED IN

1 month

PROMOTIONS USED

⚙️ **Discounts**

🎫 **Coupons**

OVERVIEW

Eddie Bauer is a major American clothing brand founded over 100 years ago. Before 2021, they had built an in-house solution to manage online promotions. This solution could only create the most basic promotions and lacked the speed and specificity required for Eddie Bauer's evolving webstore promotion strategy.

Challenge

"Prior to 2021 we were using our own in-house promotion tool we built from scratch. We had the basic functionality but we really lacked **the capability to offer the right offer to the right customer at the right time."**

Angela Gow
Director, Site Merchandising & Email at Eddie Bauer

Eddie Bauer needed a solution that

→ Could build, test and launch discounts quickly and easily.

→ Allowed for discounts on a per item basis.

→ Facilitated complex, multi-tier session offers.

→ Generated unique codes to keep control of discounts.

"Having a solution like Talon.One really allowed us to change the entire promotional strategy from being very "mass promotion", one-size-fits-all, to running very unique, personalized promotions that have been incredibly successful. Not only financially but also for brand perception...

Eddie Bauer

**Angela Gow** Director, Site Merchandising & Email

Solution

Example conditions

→ Has the customer entered the relevant promotion code.

→ What is the highest value item in the customer's cart.

→ Has the customer used this offer before.

"Talon.One's dynamic discounts feature enabled us to run a '50% off one apparel item' offer. The campaign helped us increase our margin ($) by 30% over the period prior to the offer running. We also had a 37% increase in demand and a 19% rise in conversion rate."

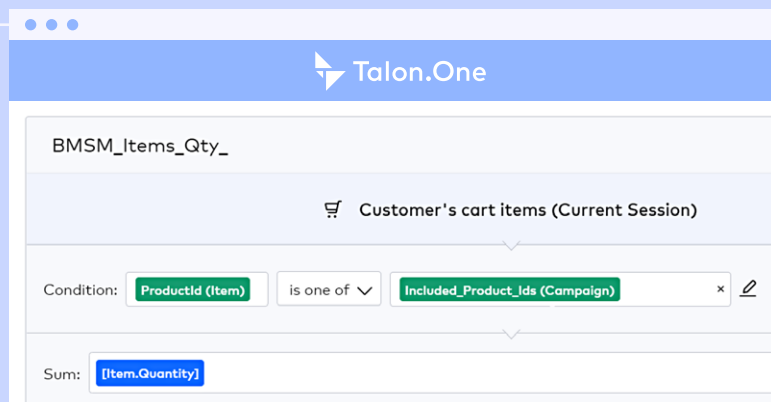**Angela Gow,** Director, Site Merchandising & Email at Eddie Bauer
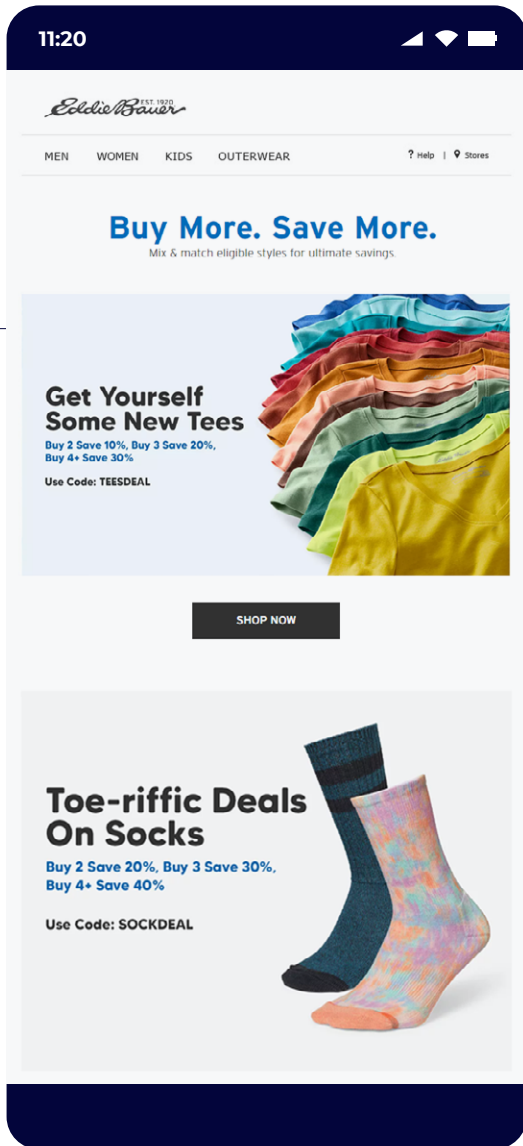
How it works

1

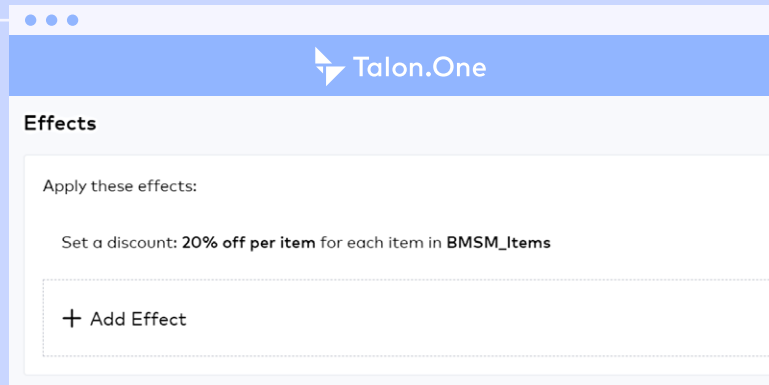Check that the cart items are part of the deal and how many items are in the cart

Talon.One

BMSM_Items_Qty_

🛒 Customer's cart items (Current Session)

Condition: **ProductId (Item)** | is one of ∨ | **Included_Product_Ids (Campaign)** | ✕ ✎

Sum: **[Item.Quantity]**

2

Confirms there are 2 relevant items in the cart and that the customer's coupon code is valid
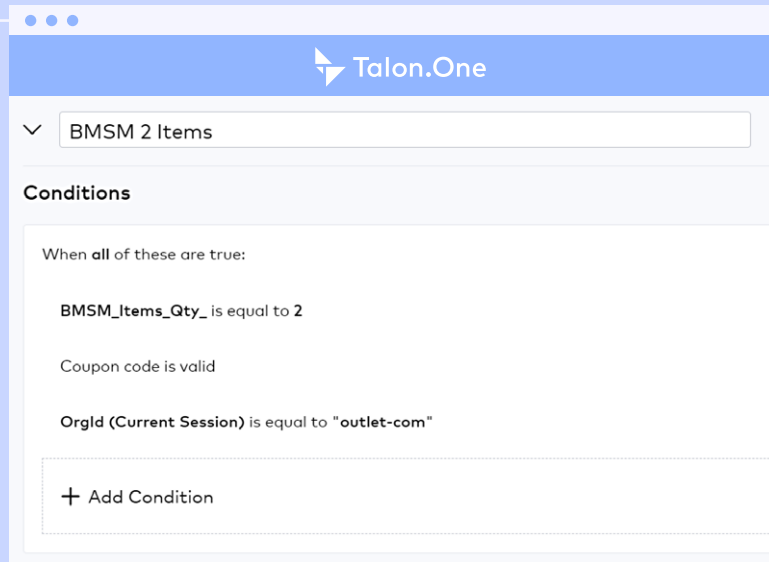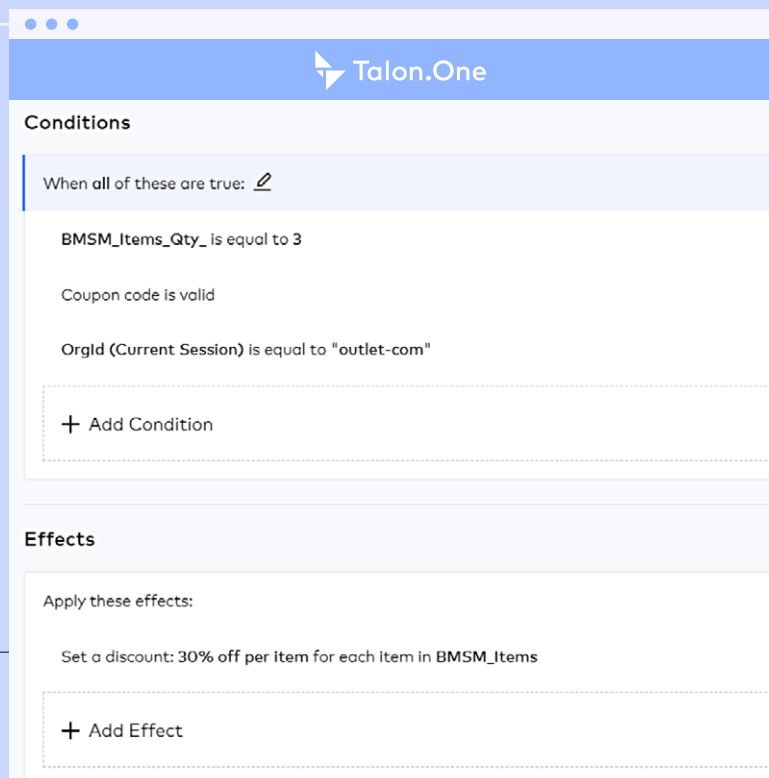

3

Applies 20% off per item

or

4

Confirms there are three items, applies 30% off per item

"Previous to having Talon.One we were giving away more money than we needed to because we were doing mass promotions to everyone. Now that we're able to give customers the right promotion at the right point in time we're actually saving a ton of money and a lot of margin."

Eddie Bauer

Angela Gow Director, Site Merchandising & Email

Results

A limited in-house promotion solution forced Eddie Bauer into general discounts that involved lengthy development time. Now it can now easily set up and run bespoke campaigns that target customers rather than entire product lines, running deals that incentivize multiple purchase. This focus on upselling core items and keeping discounts selective has had a seriously positive impact on their margin.

Numbers of the buy more save more offer:

135%

Increase in units per order over non–buy more and save orders

772 bps

Increase in margin for buy more and save orders vs. standard orders

"Our 'buy more, save more' promotion program was a huge success story for us. Instead of a 30–50% discount on our items, we were able to market them at full price and have our margin at a much healthier spot. Our customers receive more value from their interactions with us and our margins are significantly higher than before."

Angela Gow
Director, Site Merchandising & Email at Eddie Bauer

An equally important aspect of Eddie Bauer's use of Talon.One is that it allows for much greater control over how Eddie Bauer used coupons and how these were distributed. Previously the legacy promotions solution could only create a generic discount code. Code aggregators meant sales were attracting one-off buyers rather than those likely to be loyal customers.

Creating custom coupon codes and letting buyers choose which item they wanted a 50% discount on created a better connection with the brand while keeping costs much lower. Now Eddie Bauer can focus on delighting loyal customers rather than creating campaigns that attract one-time sale shoppers.
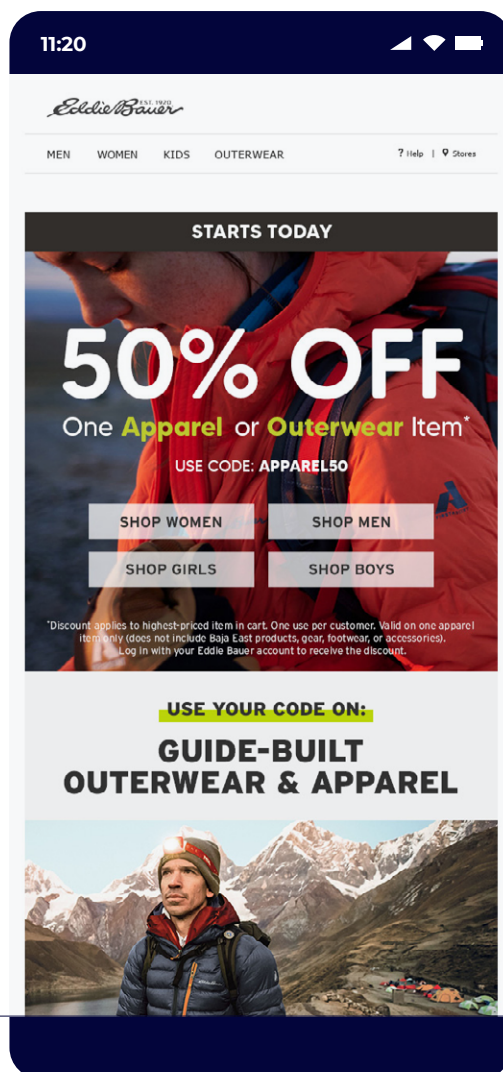
"Our 50% promotion was wildly successful. It give customers the ability to choose their own adventure. Customers picked an item that was meaningful to them and we were able to preserve margin as we were only giving one item at 50% off whereas previously we would have to have had to apply that deal to the entire site."

Angela Gow, Director, Site Merchandising & Email at Eddie Bauer

Thanks to Talon.One Eddie Bauer now have

1

Nuanced promotions that are easy to build, test and maintain

2

Promotions that address customer desires and business needs

3

Improved margin from more targeted offers

4

Campaigns that reach the right customers

Talon.One

The World's Most Powerful Promotion Engine

Create and deploy creative and targeted campaigns using any of your customer and live session data.

MAKE YOUR PROMOTIONS POSSIBLE

promotions@talon.one

BOOK YOUR FREE DEMO

talon.one/book-a-demo