

HOW REVZILLA DITCHED BATCH-AND-BLAST TO FOCUS ON CUSTOMER LIFECYCLE

FEATURING:



SAILTHRU[®]



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The world's largest portfolio of email solutions

- 70,000+ customers
- Mass market and niche solutions
- Offices in every region
- Hiring!



We believe that human connections matter.

Sailthru powers multichannel marketing and personalization for the world's most innovative and fastest-growing retail and ecommerce companies, like TechStyle Fashion Group, Thrive Market, and Mail Online.

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Digiday Best
Email Platform



MarTech Breakthrough Award
for Best Marketing Automation Platform
for Enterprises



G2 Top 50 Marketing Products, 2020



TrustRadius Top Rated
Email Marketing Software

Gartner®

Gartner Magic Quadrant for
Multichannel Marketing Hubs
(2017 - 2019)

FORRESTER®

Strong Performer in The Forrester Wave:
Cross-Channel Campaign Management
(Independent Platforms), Q4 2019

Overview of RevZilla

RevZilla, part of the Comoto family of brands, is a motorcycle gear & parts e-commerce retailer. Founded in 2007, RevZilla serves millions of motorcycle riders with top-notch product selection, best-in-class customer support, and a deep library of content & videos.



FAMILY OF BRANDS



RevZilla Marketing Tech Stack

SAILTHRU

for all email campaigns
and automated journeys

blueconic

for customer data platform
& external segmentation

 snowflake

serves as
data warehouse

Qlik 

Business intelligence/data
visualization

 Google Analytics

User behavior
insights

 **CERTONA**
Personalize Anytime Anywhere™

Onsite product
recommendations

RevZilla Marketing / CRM / Email Goals



Deliver personalized experiences for every rider type & customer preference



Incorporate relevant & engaging content into commerce journeys



Scale the presence of tailored product recommendations

Triggers Summary

177 active Lifecycle Optimizer flows

- 80 abandon browse flows, minimum of 1 email, key categories have 5 emails in series
- 16 riding style flows, some with up to 11 emails in the series
- 12 bike manufacturer flows, 4 emails in the series for each
- 3 abandon cart flows, 3 emails

RevZilla RIDING GEAR JACKETS HELMETS PARTS

FREE SHIPPING ON ALL ORDERS OVER \$39.99*

INVEST IN YOUR HEAD

EXPLORE BEST-SELLING MOTORCYCLE HELMETS

[SHOP HELMETS](#)

FULL FACE HELMETS

If you are after maximum protection and bang-for-buck performance, you are in the market for a full face. Find the best structural integrity, coverage, and the quietest ride.

[SHOP ALL](#)

Sedici Strada II Helmet - Solid	HJC RPHA 11 Pro Venom 2 Helmet	AGV Pista GP RR Carbon Speciale Helmet

MODULAR HELMETS

Get a little claustrophobic? Want more versatility? Modular helmets nip at the heels of full face-level protection, but with the convenient ability to open the entire chinbar up at a stop.

[SHOP ALL](#)

Schuberth C3 Lite Helmet	Simpson Mod Bandit Helmet	LS2 Valiant II Helmet
\$399.00 ★★★★	\$499.95 ★★★★	\$339.98 ★★★★
Scorpion EXO-AT950 Helmet	Shark EVO One 2 Endless Helmet	Shark EVO One 2 Helmet - Solid
\$269.95 ★★★★	\$469.99 ★★★★	\$429.99 ★★★★

Welcome series: Before/After

Browse abandonment series: Before/After

WHAT OUR CUSTOMERS THINK

- BEST PROTECTION ON A BUDGET**
SCORPION EXO-R420
- BEST VALUE**
SCORPION EXO-R420
- BEST HELMET FOR THE PRICE**
AGU K-1
- BEST HELMETS UNDER \$200**

WHAT OUR CUSTOMERS THINK

BEST PROTECTION ON A BUDGET

SCORPION EXO-R420

"KILLER VALUE"

"I was shocked how well made this helmet was for the price. It's quiet, the visor functions well, and it's pretty comfortable."
-Griffin S.

SHOP NOW

MAX RACE-CRED FOR THE MONEY

AGU K-1

"NICE HELMET FOR THE PRICE"

"It is eyeglass compatible and has Bluetooth speaker pockets. Also bought the iridium blue visor and the helmet looks awesome."
-Allen L.

SHOP NOW

COMFORT FOR YOUR CORE

BASE LAYERS FOR EVERY RIDE

- BASE LAYERS
- MID LAYERS
- TRACK UNDERSUITS
- OFF-ROAD BASE LAYERS

BASE LAYERS PICKED FOR YOU:

REV'IT! Base Layer	Base Layer	Base Layer
\$149.99	\$7.97	\$11.97
REV'IT! Base Layer	REV'IT! Base Layer	REV'IT! Base Layer
\$14.97	\$59.99	\$7.40
REV'IT! Base Layer	REV'IT! Base Layer	REV'IT! Base Layer
\$39.00	\$39.99	\$27.96

SHOP ALL

STOP GUESSING & START MEASURING

MASTER THE ART OF THE SIZE CHART

- How to Buy Big and Tall Motorcycle Gear
- How to Buy and Size a Motorcycle Jacket
- How to Buy and Size a Motorcycle Pant

SHOP ALL BASE LAYERS

REV'IT! RIDING GEAR JACKETS HELMETS PARTS

FREE SHIPPING ON ALL ORDERS OVER \$39.99*

COMFORT FOR YOUR CORE

BASE LAYERS FOR EVERY RIDE

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BASE LAYERS PICKED FOR YOU:

STOP GUESSING & START MEASURING

MASTER THE ART OF THE SIZE CHART

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How to Buy and Size a Motorcycle Jacket

LEARN MORE

Browse abandonment summary

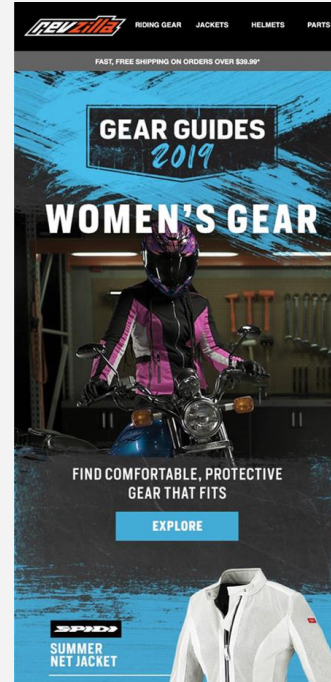
Abandonment strategy

- Top product categories
- Top brands
- Curated collections
- Niche products / best sellers
- URL specific

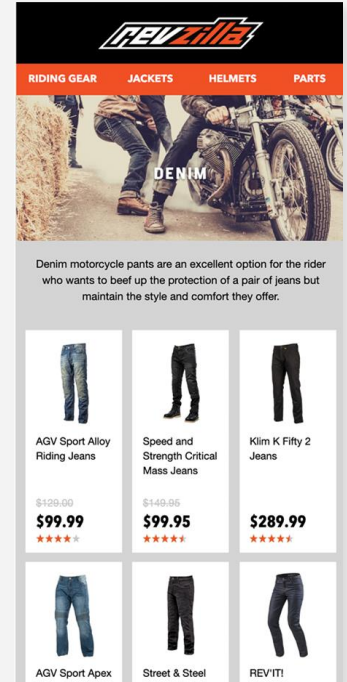
Product-based



Gender-specific



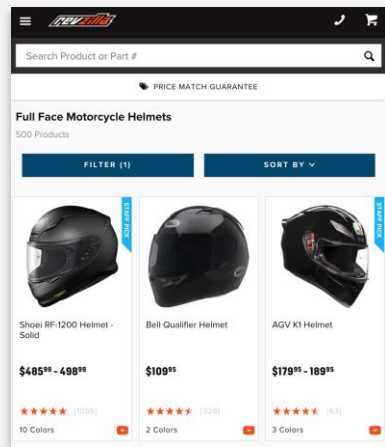
Exact-match URL



Detail on helmets abandon flow

- Viewed any page with 'helmet' in URL 3 or more times & +1 min on site
- 6 day series, 1 email/day with purchase checks at each stage
- This series accounts for over 22% of our abandon browse revenue (since 1/1)
- 50% higher conversion rate than batch-and-blast campaigns
- Conversion rate peaks at days 1 & 6

Customer clicks on helmets



RevZilla sends email



RevZilla trigger email performance stat(s)

July through March

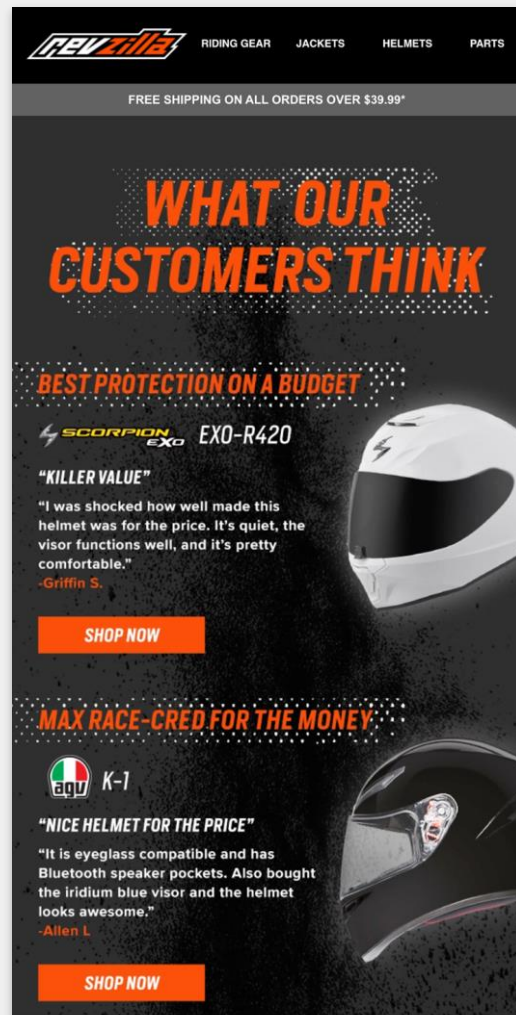
(since launching user var flows):

- **2x** conversion rate compared to batch-and-blast emails
- Automated experiences now account for **~40%** of email revenue
- Trigger email revenue **+22%** YoY
- Site traffic from trigger emails **+128%** YoY



Roadmap for future trigger expansion

- Audit/optimize existing flows
- Identify new profile attributes (var changes) to pair w/ triggers
- Lengthen series for key product categories
- Collaborate with merchandising teams to prioritize brands/products with margin upside
- Continue work on top-of-funnel click triggers



The image shows a vertical banner for RevZilla, a motorcycle gear retailer. At the top, the RevZilla logo is on the left, and navigation links for 'RIDING GEAR', 'JACKETS', 'HELMETS', and 'PARTS' are on the right. Below the navigation is a grey bar with the text 'FREE SHIPPING ON ALL ORDERS OVER \$39.99*'. The main background is dark with a speckled texture. The headline 'WHAT OUR CUSTOMERS THINK' is in large, bold, orange letters. Below this, there are two product highlights. The first is for a Scorpion EXO-R420 helmet, featuring a customer quote and a 'SHOP NOW' button. The second is for an AGV K-1 helmet, also featuring a customer quote and a 'SHOP NOW' button.

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SHOP NOW

Why sailthru

Proprietary
recommendations

Ease of use with
custom data/API work

Customer success
management

Collaborative partners
with product development
and roadmap



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Questions?