SUCCESS STORY

ASICS Launches Omnichannel Offer Strategy & **Increases Conversions by 100%**

SUMMARY

For 75 years, ASICS has sought to empower its customers through sports, driven by the ancient Greek philosophy of "a sound mind in a sound body."

In recent years, this idea has become even more vital to the mission of the shoe and apparel company. In particular, ASICS has recognized that supporting community groups that give back to others – healthcare workers, teachers, military members, and first responders – is fundamental to its purpose.

Starting with the pandemic, ASICS began rewarding the people who worked long, hard hours on the front lines by giving them discounts, powered by the SheerID Verification Platform. Due to the success of the program – which drove more than 26,000 purchases in its first 25 days – the company expanded its rewards strategy to honor more communities online and in stores with SheerID InStore.

ASICS' SUCCESS

26,000 PURCHASES

IN

25 DAYS

CHALLENGE

Support the ASICS brand mission by delivering robust discounts, online and in stores, to customers who give back to their communities.

ASICS is committed to keeping their customers healthy, whether they're running marathons, getting in shape, or spending long hours on their feet at work. It's a mission that became even more critical when the pandemic began taking its toll on everyone's physical and mental health. ASICS knew people needed to remain active and resilient, and the company wanted to find a way to support customers who had been hit hard by the pandemic.

The company began by offering a discount for healthcare workers, manually verifying each customer who requested a discount. The process ended up running weeks behind, with a backlog of nearly 70,000 requests. The team doing the verification was overwhelmed, and the prospect of adding new consumer groups, such as the military, was daunting.

ASICS needed a low-friction solution to relieve its internal teams and to support customers who wanted to redeem discounts online and in stores.

"Streamlining our verification process was critical because rewarding frontline workers was central to our brand mission and promise," said Sean Condon, ASICS' VP of Omnichannel. "We needed a solution fast if we wanted to support our customers and walk our talk."

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>
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SOLUTION

Use SheerID's Verification Platform with the InStore add-on to streamline verification and get new discount programs up and running quickly.

ASICS quickly replaced its manual verification process with SheerID, a verification platform that digitally verifies that customers are eligible for select community offers via 200,000+ authoritative data sources. Customers seeking a discount complete a simple form, are instantly verified, and then can redeem their discount.

With SheerID in place, ASICS rapidly rolled out a major expansion of their heroes discount program, giving healthcare workers, first responders, and the military a generous 60% discount. After the initial three-month program, the company converted the offer to an evergreen discount of 25% for these communities and added student and teacher discounts of 15%.

Implementing these discounts was fast and easy. "I was able to build out all of our programs in SheerID in an hour, and the platform generated code snippets that were simple for our web team to add to our website," Sean said. "SheerID enabled us to launch our campaigns quickly, which let us immediately shift our focus to making customers aware of the discounts they were eligible for."

In addition, ASICS leveraged the SheerID InStore add-on to help create a seamless verification experience in their retail locations throughout the U.S. The company took advantage of SheerID InStore's "Train-the-Trainer" program to ensure store associates were up to speed on how their discounted offers worked. ASICS also implemented barcodes as a coupon redemption method to make redeeming discounts easier at checkout and added the "Associate Override" feature, which enables store associates to quickly bypass and track verifications if there are any issues with customers proving their eligibility.

"When we launched these programs on our ecommerce sites, our store teams started asking to provide in-store discounts immediately. They knew they had members of these communities as loyal customers, and they wanted to be able to show support for them," explained Shani Braun, Senior Manager of Retail Operations & Visual Merchandising. "With SheerID, our store teams feel very well armed with information to guide them on their verification journey and complete their transactions."

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Shani Braun
Sr Mgr of Retail Operations & Visual Merchandising

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RESULTS

ASICS' initial heroes campaign drove 26,000 purchases and a 100% lift in conversions. Today, omnichannel community offers continue to drive consistent revenue growth.

Launching these programs with SheerID paid off. ASICS' initial campaign saw a remarkable 100% conversion rate lift.

The campaign also quickly generated revenue. The medical, first responder, and military discount drove 26,000 purchases and 15% of total sales for the month in its first 25 days. Even better, these customers had an average order value (AOV) that was $12 more than customers who purchased without the discount.

Replacing its manual verification process with SheerID also saved ASICS hundreds of hours of work each week, which freed its support team to provide even greater value to customers.

And, with the in-store verification experience, ASICS is thrilled to be able to provide a personalized experience for customers, enabling their associates to connect with and reward community members for their professions. This not only deepens customers' emotional connections to the brand, it also results in increased loyalty, better customer experience scores, and, ultimately, more revenue.

"Using SheerID doesn't just save us time and generate revenue, it allows us to support the well-being of customers who give our communities so much," said Sean. "We're building customer loyalty in a way that fulfills our brand's mission."

ASICS' CAMPAIGN RESULTS

CONVERSIONS
100% ↑

AOV
$12 ↑

TIME SAVED
100s of Hours/Week

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Sean Condon
VP of Omnichannel

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