

COUNTRY ROAD ×  Stocard

# The road to strong ROAS.

How Country Road uses digital catalogues and geo-pushes to bring shoppers in-store and drive strong offline conversion with Stocard.



## Who is Country Road?

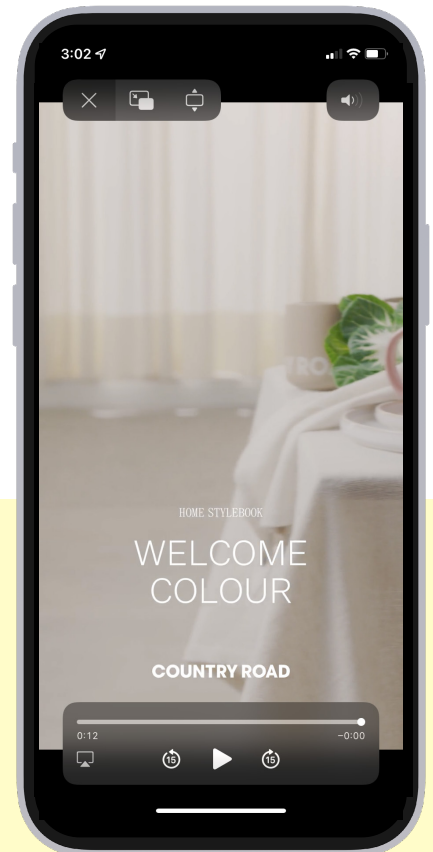
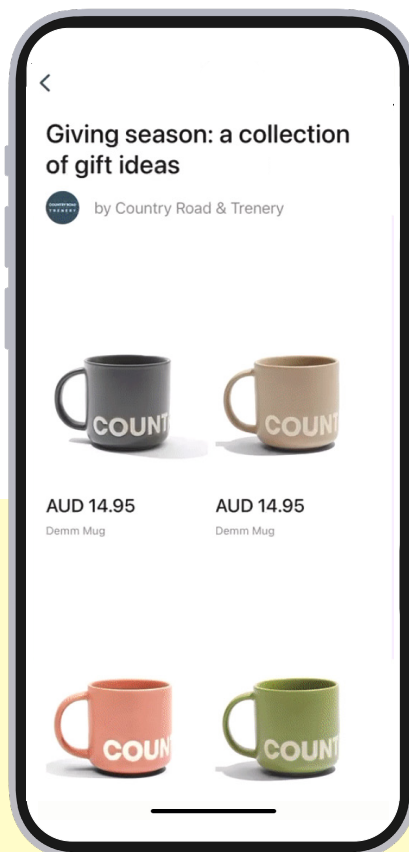
Country Road is a modern Australian lifestyle brand that embodies style and purpose, with over 80 stores across Australia and New Zealand. Country Road is revered for its considered, well-constructed, and effortless style. Their fashion and lifestyle lines include women's, men's, teen, and children's fashion as well as home decor. Stocard has been a trusted partner of Country Road since 2017.

## The Challenge

Looking to expand their store networks across Australia, Country Road wanted to understand and optimise its online-to-offline shopping experience. In order to do this, the brand wanted to continue engaging with its existing members in a personalised way and reach potential high-value prospects. In addition, Country Road wanted to continue strengthening its image as a sustainable and purpose-driven brand.

## The Solution

Country Road joined forces with Stocard to display their always-on digital catalogues, product feeds and videos enabling existing members and high-value prospects to fully immerse themselves in the brand's content. In addition, regular push notifications and geo-pushes were sent to Country Road members and prospects walking nearby their stores notifying them of relevant offers to drive them in-store. Stocard used its interest-based and behavioural targeting capabilities to reach highly relevant shoppers. To report offline conversions, Stocard used location data and app analytics to track Country Road members' purchases and store visits for both members' and prospects.



## The Result

# 1.4 M

offer openings since Country Road partnered with Stocard.

# 1.3 M

geo-pushes for Country Road since the partnership launched.

# 492 K

store purchases by members during this period.

**“Our customers’ increasing preference for mobile devices has greatly informed our strategy. By bridging the gap between our online and offline touchpoints, we’ve found that mobile channels are extremely effective at driving traffic and sales growth in our bricks and mortar stores – particularly when combined with location-based personalisation capabilities like Stocard’s.”**

– Paul Conti, Country Road Customer Lead

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