

QUICK VIEW: SHOES

SHOE STORES NEED TO DELIVER HIGHLY PERSONALIZED MARKETING

*Superior customer intelligence
will drive ultimate success*



Cliff Sifford
President, CEO, CMO, Shoe Carnival

“Today’s consumer is spending more time in the digital space. They interact with their friends and favorite retailers on social media. They receive important information in their email inboxes. We must be able to communicate with them personally and know their wants, needs, and shopping habits. Our loyalty program is the avenue to get us there.”

**SHOE
CARNIVAL**

Why shoe retailers need better customer intelligence



Purchases happen everywhere

60% of customers “web-room” and 41% “show-room” — seamless tracking of multi-channel purchases is a must.



Genders have distinct tastes

On average, men own 12 pairs of shoes while women own 27 — targeting appropriately matters.

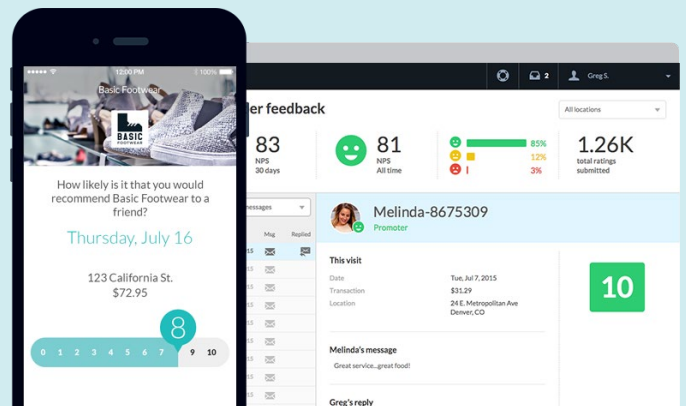


Hyper competition

There are 29,360 shoe stores in the United States — getting repeat visits has to be a primary marketing focus.

Thanx enhances shoe store targeted marketing to grow sales 30–50%

- Customer Winback
- 2-Way Feedback
- Tracked Promotions
- Traffic Boost
- Birthday Rewards
- and more...



Feedback is just one of the exclusive Thanx 1-Click Marketing Tools for shoe retailers. Engage customers in 1-to-1 dialogues to increase frequency and spending — *instantly*.

[Learn more at www.thanx.com](http://www.thanx.com)