



# FINISH LINE™

*Finish Line Achieves 10X ROI  
with Fluent Acquisition Campaign*

Finish Line grows opt-in email database and outperforms  
revenue projections by 94%

## Background

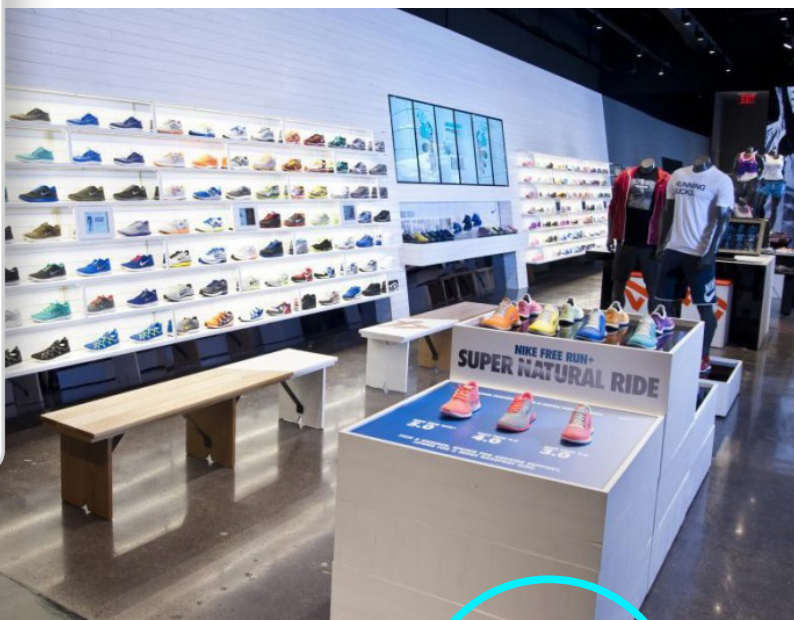
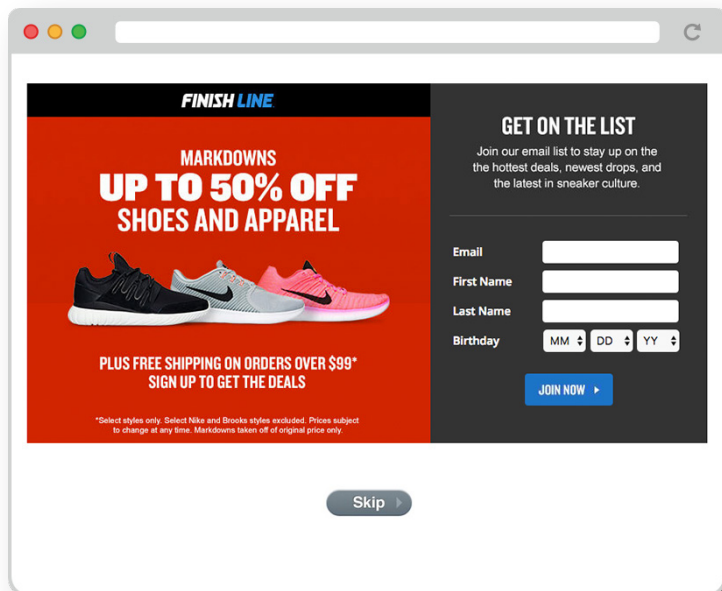
Finish Line is one of the nation's largest athletic shoe and apparel retailers, with hundreds of stores across the country as well as a large ecommerce presence. In 2017, the company saw the opportunity to partner with Fluent to continue scaling and growing its customer base by engaging new shoppers for its in-store and online sales channels. Even with a large digital customer base built through organic programs, Finish Line needed to reinvigorate current users to make more purchases and also add new subscribers to its database.

## Campaign

Leveraging Fluent's Connect™ solution, Finish line grew its CRM database substantially. Fluent identified and pre-qualified consumers who were most likely to opt in to Finish Line's loyalty programs and make repeat purchases. By monitoring performance closely and ingesting feedback on subscriber engagement, Fluent was able to consistently optimize the campaign and drive higher volume and sales.

**"Fluent has been an incredible partner, helping us increase both our ecommerce and in-store sales. 20% of our customers that we've identified through Fluent campaigns have joined our loyalty programs and 33% have made repeat purchases with us throughout the year. We've enhanced our customer lifecycle and our share of wallet substantially since working with Fluent."**

*—Reed Pankratz, Sr. Digital Strategist at Finish Line*



## Results

Finish Line grew its CRM database significantly in just 3 months. More importantly, over the course of a 12 month period, revenue generated per customer, from both online and in-store sales, was 10X the initial investment in the program.

Beyond just increasing the total number of customers in their database, the company wanted to increase loyalty and drive repeat purchases – and it achieved that goal. 33% of customers acquired through Fluent campaigns made repeat purchases throughout the course of the year, and 20% joined Finish Line's loyalty programs.

**10x**  
ROI

OUTPERFORMS  
REVENUE  
PROJECTIONS BY

**94%**



### ABOUT FLUENT

Fluent, LLC, a cogint company (Nasdaq: COGT), is an industry leader in people-based digital marketing and customer acquisition, serving over 500 leading consumer brands and direct marketers. Leveraging a massive reservoir of proprietary audience data, as well as millions of real-time survey interactions with consumers every day, Fluent enables advertisers to more effectively target and acquire their most valuable customers, with precision, at a massive scale. The company is headquartered in New York City. For more information visit [www.fluentco.com](http://www.fluentco.com).

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