

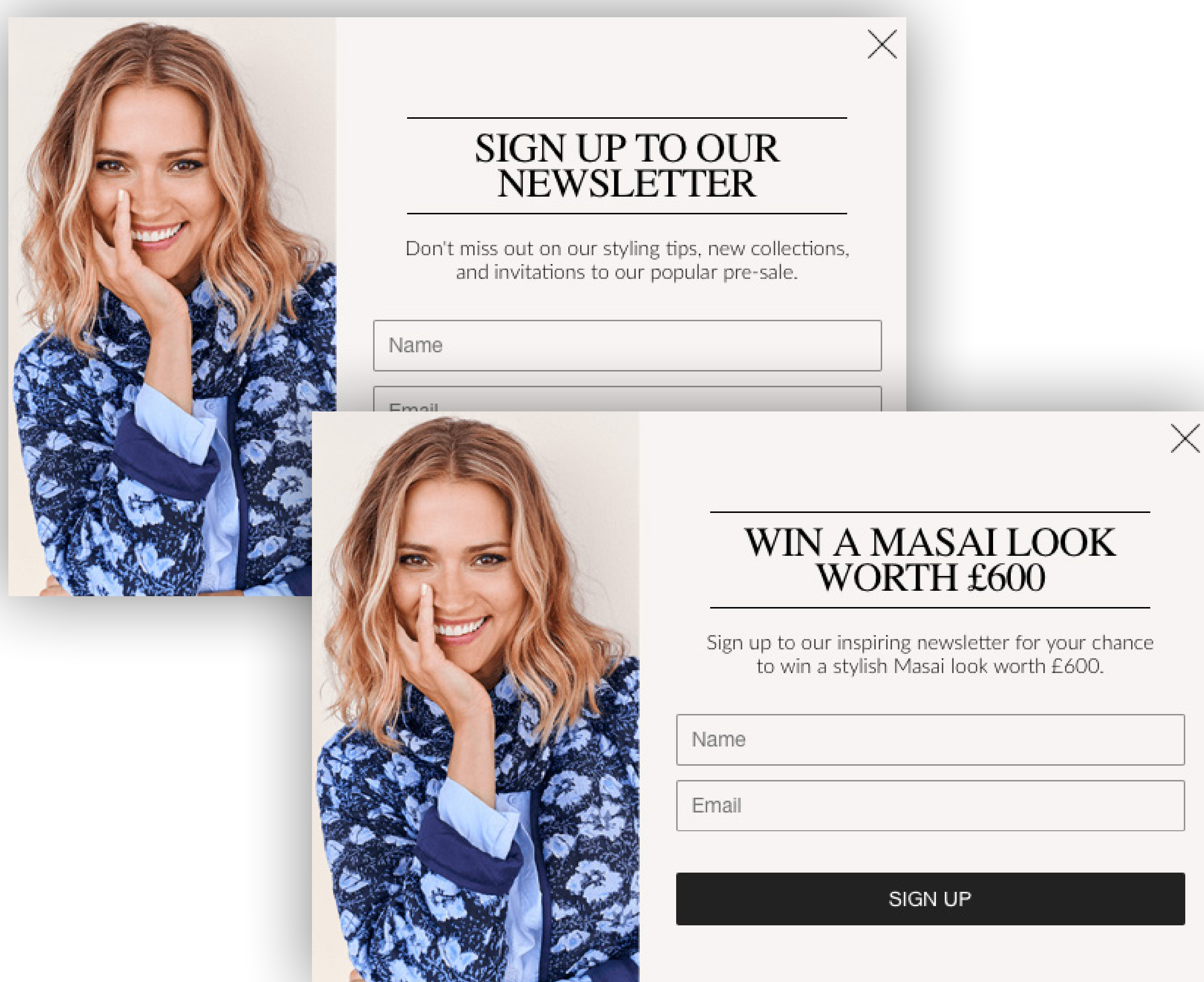


SITECAMPAIGN

MASAI

INCREASING SIGN-UP RATES USING AN INCENTIVE

Masai achieved a 102% increase in their newsletter sign-up rate using an incentive to motivate visitors to subscribe.



GOAL

Masai wanted to increase their newsletter sign-up rate across multiple markets without using discounts.

SOLUTION

An A/B test comparing their existing sign-up message with a new incentive-based message. The new message featured a contest, where subscribers could win a Masai giftcard.

RESULTS

The new version of the SiteCampaign showed a significant improvement, with the sign-up rate increasing 102% across all devices.

ABOUT MASAI

Masai was founded in 1992 and today the company sells their clothes in more than 1300 stores in Denmark, Sweden, and Norway.

Masai designs clothing for fashionable women who prefer a casual yet personal style. Their use of intriguing and varied silhouettes in mixtures of fine fabrics in high quality and beautiful patterns has created the unique look that Masai has become known for.



SiteCampaign has been a great partner for Masai when it comes to our work with on-site lead generation. Their strategic and data-driven approach to A/B testing has helped us achieve a 102% lift in sign-up rate, greatly increasing the value of our email lead database across multiple markets.

BRIAN ANDERSEN, HEAD OF E-COMMERCE

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