

## CASE STUDY



# How TargetBay helped Divers Supply to become the #1 Scuba Diver Gear retailer in USA

Generates  
**\$55,790**  
in Monthly sales  
through Email  
marketing

Adds  
**4,589**  
Email subscribers  
every month

Recovers  
**\$73,474**  
every month  
from abandoned  
carts



*Building an online store was not easy. We didn't know much about eCommerce email marketing. TargetBay helped us in every step of the way to be successful.*

Mark McNatt  
CEO, Divers Supply





## About Divers Supply

Divers Supply is a world-renowned Scuba specialist selling various diver gears, making an annual revenue of \$3.5 million. They are popular for their diving courses and various top-rated water-sports related gears. They are in the business since 1977, which has made them a leader in their industry.



**Industry :** Sporting Goods - Diving Equipment



**Location :** Macon, GA

Divers Supply started its operations in 1977 in Macon, GA. The company conducts tremendous SCUBA training programs, dive travels, and runs great diving equipment deals. They grew the "dive shop" into a 35,000 square foot store with a full training facility and indoor heated pool.

More than 40 years later, Divers Supply has grown to enormous proportions! But it's still a family owned and run business.

## The Challenges

Though Divers Supply has been in the scuba gear business for more than 40 years, they were facing challenges with respect to their online presence before they approached us and started using TargetBay.

Being a consumer brand, the company would position the brand in front of consumers all the time. Divers Supply offers pretty much everything related to scuba diving, snorkeling, water sports and even spear fishing!

Divers Supply has 4 full retail stores in USA but wanted to expand its online footprint and grow its online business significantly. They want to be #1 retailer brand in the country for scuba gears.

## Goals

- Establish eCommerce email marketing and grow its email subscriber base
- Automate their entire email marketing efforts
- Recover abandoned carts through automated drip email campaigns
- Generate revenue from email marketing on a consistent basis and increase email marketing ROI







*Mark McNatt*  
*CEO, Divers Supply*

Establishing an online store was tough. We realized email marketing is one of the most efficient ways to touch base with our potential shoppers. We were finding it very hard to grow our email subscriber base along with email automation. TargetBay helped us to solve these challenges.

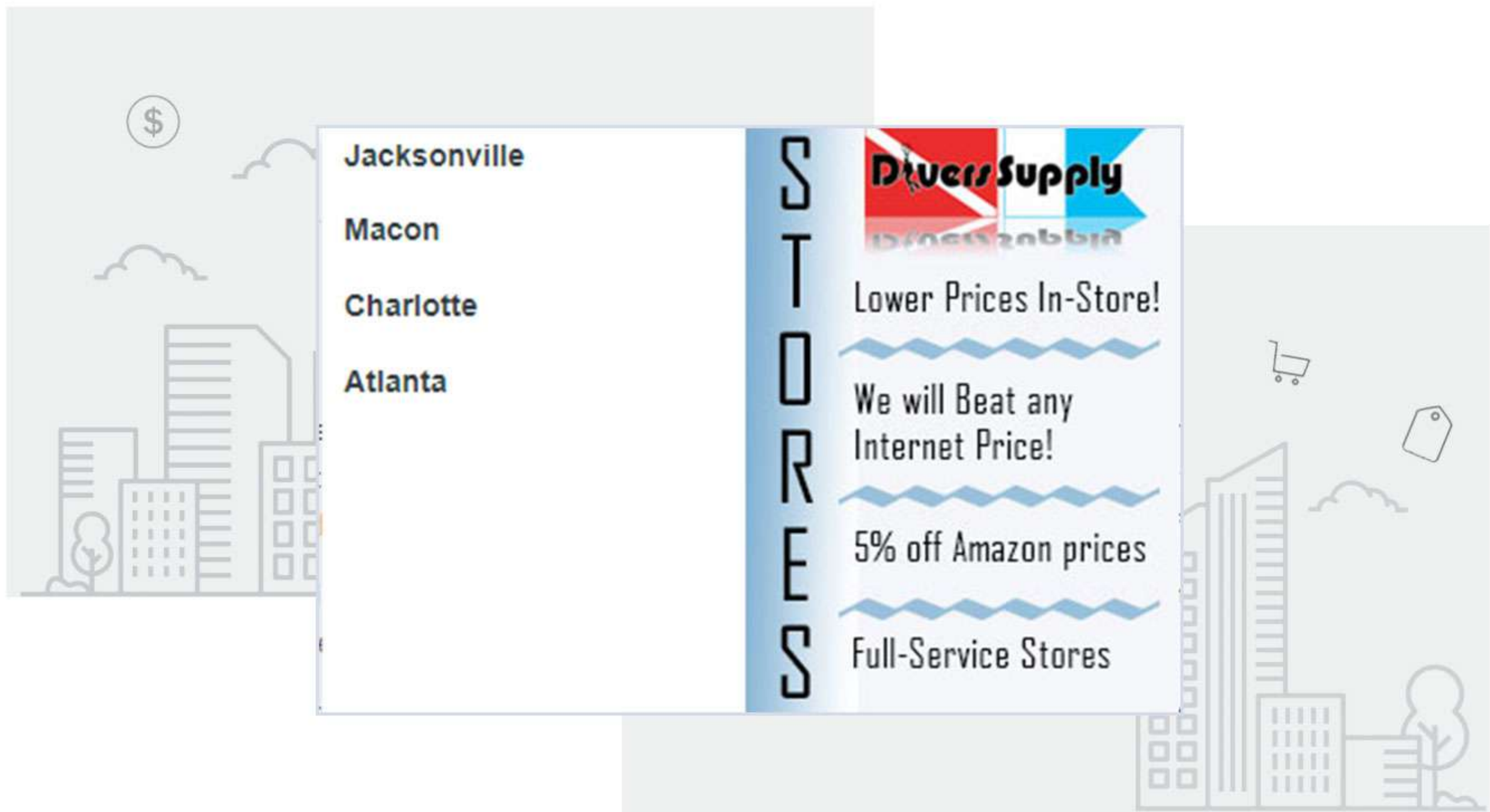
## Solution



Email marketing starts with list building. It plays a major role in reaching out to the right audience. TargetBay's email experts worked with Diver Supply's team to find the right target audience and helped in both list building as well as list segmentation.

The biggest USP that Divers Supply has is its ability to offer prices 5% less than Amazon! To supplement post-purchase experience, the company also has full service stores to cater to any service or spares related customers' needs.





We have started deploying appropriate eCommerce pop-ups to attract its shoppers and subscribers and have been sending several email campaigns using TargetBay,

- New product launches
- Free shipping and coupons
- Scuba lessons-related promotions
- Seasonal campaigns

Segmentation also helps in measuring the impact of email marketing and also it helps deliver targeted messages.





**Email subscribers** - Deployed pop-ups in all important pages across the store. Collected email addresses and experimented with several pop-up templates for welcome pop-ups,, exit intent as well as abandoned cart pop-ups.

TargetBay also helped in setting up workflows for pop-ups and targeted the shoppers depending on their online store behavior.



**Email automation** - This can be a huge time saver for any online store. We have set up hundreds of email triggers for the following, (add icons for all the emails below)

- Welcome email
- Abandoned cart email
- Newsletter subscription email
- Order confirmation email
- Post-purchase email
- Price drop alert email
- Low stock alert email
- Back-in-stock alert email
- Birthday reminder email



**Abandoned cart recovery emails** - TargetBay created as much as 9 different types of abandoned cart email templates that were used in the drip series to recover abandoned cart shoppers.



# Results



This leading scuba gear maker adds \$5,939 per week through email automation alone!



Recovers abandoned cart worth \$71,456 every month



Adds more than \$55,000 in monthly revenue from their email marketing campaigns



Automated welcome email campaigns generate more than \$10,539 monthly revenue



Scaled email subscribers from 0 to 41,287 in less than 6 months



**TargetBay**

TargetBay’s email experts also guided Diver Supply’s team with the best practices of email marketing.

