

CASE STUDY

PR
ROLLERS

How this leading baseball bat retailer generates \$54,094 through TargetBay's email automation

”

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.

- Adam Brown
CEO, ProRollers

IN 6 MONTHS:



Generated **\$54,094** in sales through Email automation



Added **9,332** Email subscribers



Recovered **\$43,986** From abandoned carts

ABOUT PROROLLERS

ProRollers Is The Leader In Bat Rolling And Glove Conditioning and USA's leading baseball bats retailer.

ProRollers knows that when it comes to getting gear *game* ready, the same break in level may not be right for everyone. Some people use their bats in leagues and games where there are bat restrictions or they compression test. This is why they offer 2 different levels of bat break in, Standard and ProMax variants. Compression testers are devices designed to test the current break in status of the barrel of the bat.



Industry : Sporting Goods - Baseball Bats and Glove Conditioning



Location : Norwalk, OH

Pro Rollers provides professional heated bat rolling and glove steaming services to baseball and softball players across the nation.

Though started in the mid-2000's, the company started their heated bat rolling process in 2012 during an experiment with a new BBCOR baseball bat which were tested after it had been rolled the old fashioned way, cold. ProRollers found that if they heated up the barrel of the bat prior to rolling it both perpendicular and parallel, it allowed the fibers to stretch even further because they were more pliable when heated. The company also sells premium baseball bats including brands such as Warstic, Miken, and Easton USSSA softball bats.

Being a consumer brand, the company would position the brand in front of consumers all the time. ProRollers offers pretty much everything related to baseball:

- "Game ready" and heat rolled baseball bats
- Baseball gloves
- Glove conditioning
- Rolling machines

A baseball bat needs rolling for the following,

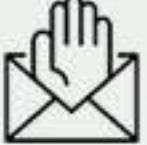




- ✂ Bats Need Heat To Improve Performance
- ✂ Every Bat Compression Tested To Ensure Full Break-In
- ✂ Bats + Heat = Performance And Durability
- ✂ Heat Keeps Spiral Wrap Intact

THE CHALLENGES

ProRollers has been in the baseball retailing and glove conditioning business for more than 15 years, they were facing challenges to set up their entire store online and wanted to automate their email marketing. So, they started using TargetBay to save time on entire email marketing efforts.

To boost sales, the company also has an iOS App and an Android App. ProRollers had to build opt-in subscribers through eCommerce pop-ups to offer their promotions online. So, the company had to build email lists and segments to send personalized emails.

The company also wanted to automate their entire email marketing activities which include -

- | | | |
|--|---|--|
|  Welcome emails |  Abandoned cart emails |  Post purchase emails |
|  Sign up anniversary emails |  Winback emails | |

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

”

Running an online store and sending automated emails was hard without a solid email subscriber base. We had a pressing need to build and increase email marketing ROI. We had to face a lot of challenges with respect to email automation and pop-ups before we discovered TargetBay. Now, I am happy to say we have a strong email subscriber base and our email activities are automated based on triggers. A big thanks to the TargetBay team!

- Adam Brown
CEO, ProRollers

SOLUTION



How did TargetBay solve this?

Probably one of the best known solutions in eCommerce email marketing is that it can support a lot of automation triggers for an online store.

The biggest USP that ProRollers has is its ability to offer everything related to baseball! To supplement post-purchase experience, the company also provides ProMax - includes all the services to push the bat to the upper levels of performance past the passing specs on the appropriate gauge.



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

- New product launches
- NCAA and USSSA baseball league promotions
- Baseball bat and glove services related email campaigns
- Seasonal campaigns

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



Ecommerce pop-ups










Deployed automated workflows for pop-ups in all important pages across the store. Collected email addresses and created pop-up workflows for welcome emails and abandoned cart emails.

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,

- | | | |
|--|---|---|
|  Welcome emails |  Abandoned cart emails |  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 many as 5 different types of abandoned cart email templates that were used in the drip series to recover abandoned cart shoppers.

RESULTS:

- This leading baseball and glove retailer adds **\$19,396** every 6 months just through pop-up workflow automation!
- Recovers abandoned cart worth **\$8,456** every month
- Adds more than **\$11,456** in monthly revenue from their email marketing campaigns
- Scaled from 0 to **9,332** email subscribers in less than 12 months
- Helped ProRollers to become a leading baseball and glove retailer in USA



TargetBay's email experts also guided ProRoller's team with the best practices of email marketing.