



PacSun Increases Engagement by 132% with BigDoor.

PacSun is one of the world’s most well known west coast apparel and lifestyle brands. Through their trend-setting merchandise and forward-thinking online strategy, PacSun had an impressive list of customers in 2013. But the high number of customers they accumulated wasn’t enough; they knew that lasting success came through a loyal customer base, rather than simply a robust one. When it came to building loyalty throughout their customers, the PacSun team knew that they needed more.

PacSun Makes a Splash with BigDoor

In order to boost their customer engagement and build loyalty, PacSun sought out a loyalty software provider, and eagerly selected BigDoor from a group of contenders. PacSun leveraged BigDoor’s Loyalty Program product to offer an inclusive, on-brand experience to their loyal customers.

BigDoor had the opportunity to work with the PacSun team to formulate a plan that was customized to fit their brand’s needs, but also stuck to industry best practices to gain a competitive advantage. The BigDoor account managers even set up a series of customized reports in order for the PacSun team to cherry pick the most valuable data from their customers participating in the loyalty program.

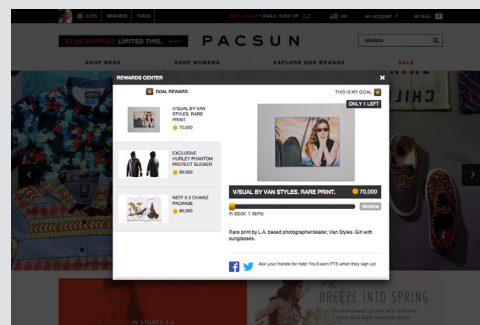
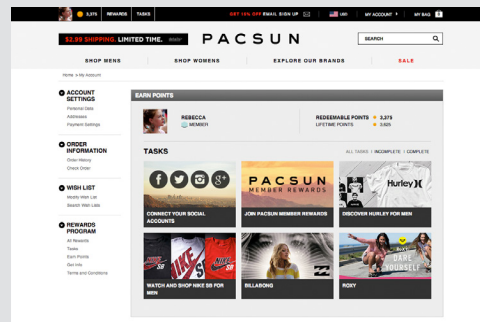
After only four short months of working together to create the perfect program, BigDoor’s Loyalty Program software launched on PacSun’s desktop and mobile websites in October of 2013.

Increased Engagement, Purchases, and More

PacSun’s Loyalty Program continues to be a huge success, and has raised their engagement rate by 132% and registration rate by 138%. Most importantly, BigDoor’s Loyalty Program has helped PacSun increase their revenue by 38% per customer. PacSun continues to leverage the program’s cohort control features to test whether the customers participating in their loyalty program are more engaged than customers who are not exposed to the program, and works closely with BigDoor’s loyalty specialists to iterate on the results.

BigDoor is proud to partner with PacSun to reach their loyalty goals, and continues to power their Loyalty Program.

With BigDoor, PacSun:
Increased engagement by 132%
Increased revenue by 38% per user



With both on-page (top) and overlay (bottom) widgets, PacSun’s Loyalty Program is seamlessly integrated with their existing site experience.

Want to hear more? We’d love to chat.

Drop us a line at team@bigdoor.com