



salomon

 *SPECIALIZED* **SRAM** *Rapha.*

Uncovering Email Campaigns that Led to
+89% Higher Read Rates than Average

Sporting Goods & Outdoor

The following companies were included in the competitive set for this analysis:



Key Takeaways

Brands in the biking industry are segmenting their campaigns for more tailored content. Here's how:

Optimizing Campaigns

- **Prioritize Read Rates:** From 2020 to 2021, 88% of high read rates correlated with spikes in email web traffic.
- **Optimize for Mobile:** Mobile only accounted for 0.3% of email web traffic in 2021. Prioritize email design for mobile to support a cleaner reading experience.
- **Cadence & Timing:** Brands are sending emails 5 times a month, with top performing emails sent at 16:00 and 17:00 UTC.

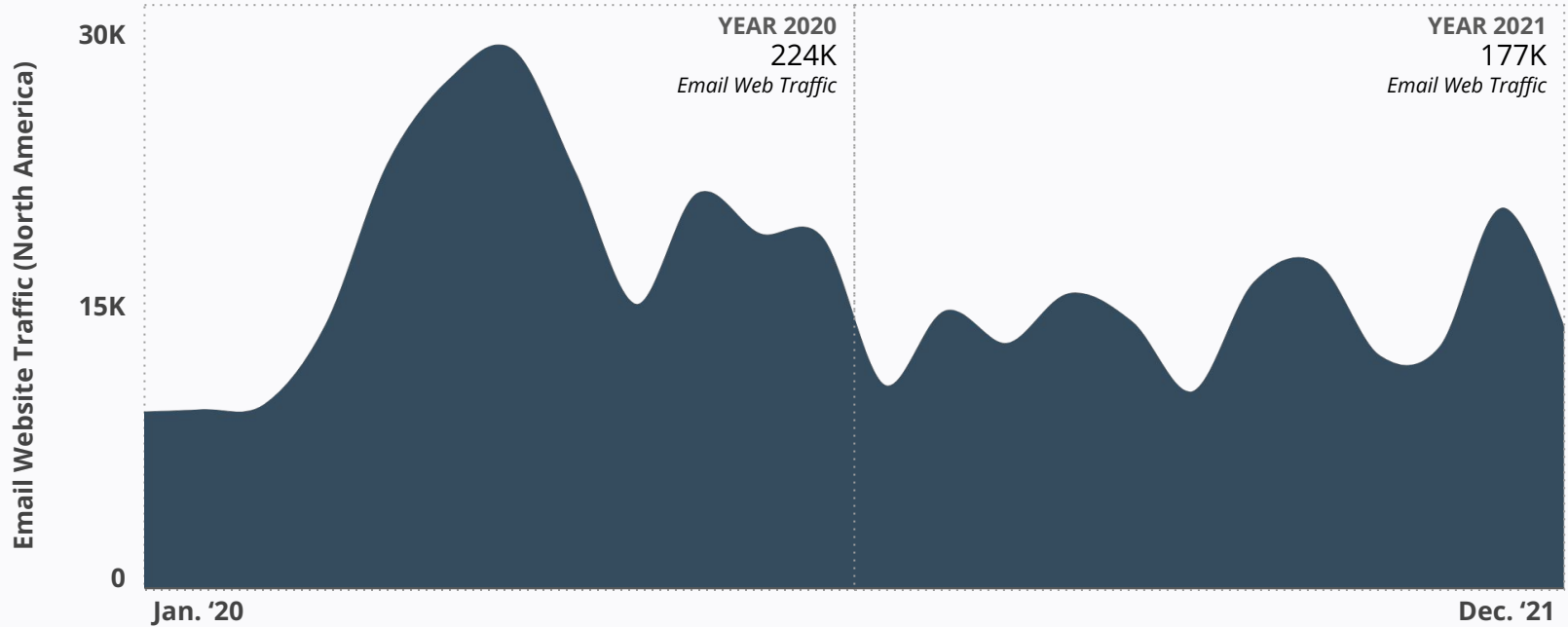
Content & Messaging

- **Community & Exclusivity:** Emails with the top five average read rates include limited edition launches, giveaways, about us, new products and new collections. These emails mix community-driven content with product-focused selling.

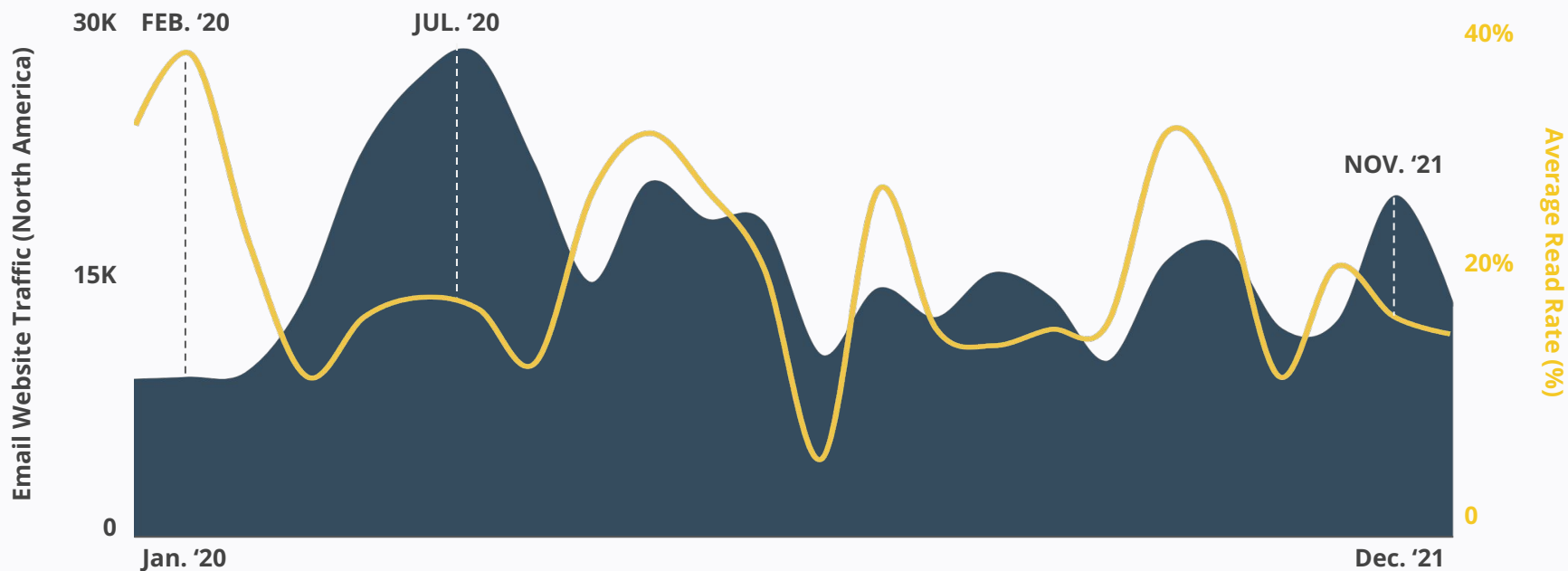
Generating & Maintaining Leads

- **Prioritize Segmentation:** Brands are allowing visitors to choose their biking interests so they can target specific emails to smaller segments within their lists. From 2020 to 2021, 80% of brands reduced the volume of their average recipient list per campaign.

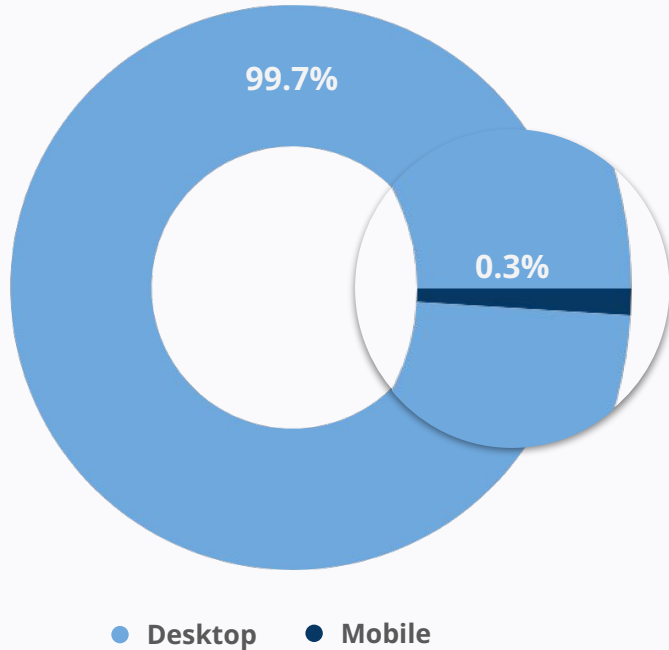
From January 2020 to December 2021, brands in the competitive set saw 401K total website visits from email marketing. From 2020 to 2021, there was a **-21%** decrease in traffic.



From 2020 to 2021, read rates and website traffic have seen a positive correlation for the competitor set **88%** of the time, except for three instances where traffic to the site and read rates were opposing in February 2020, July 2020 and November 2021.



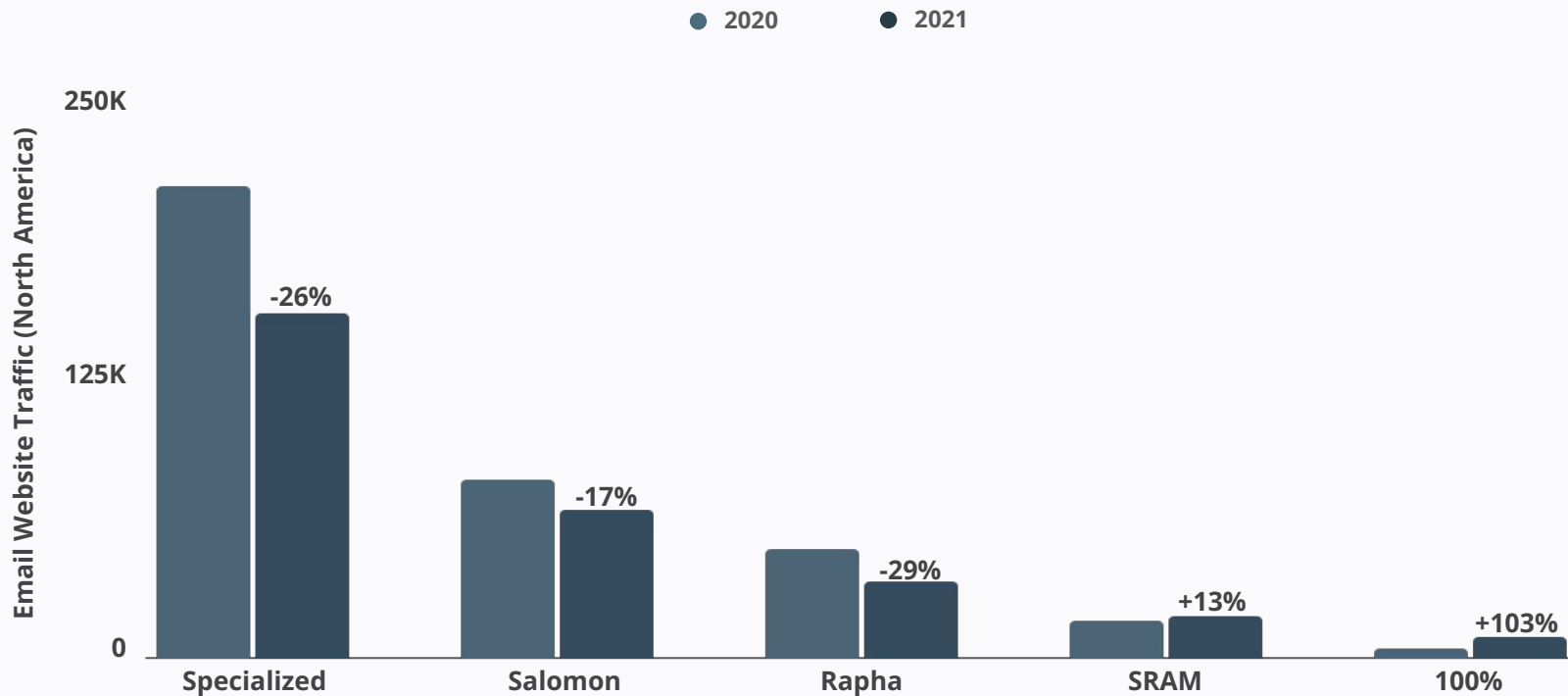
Share of Email Web Traffic by Device (2021)



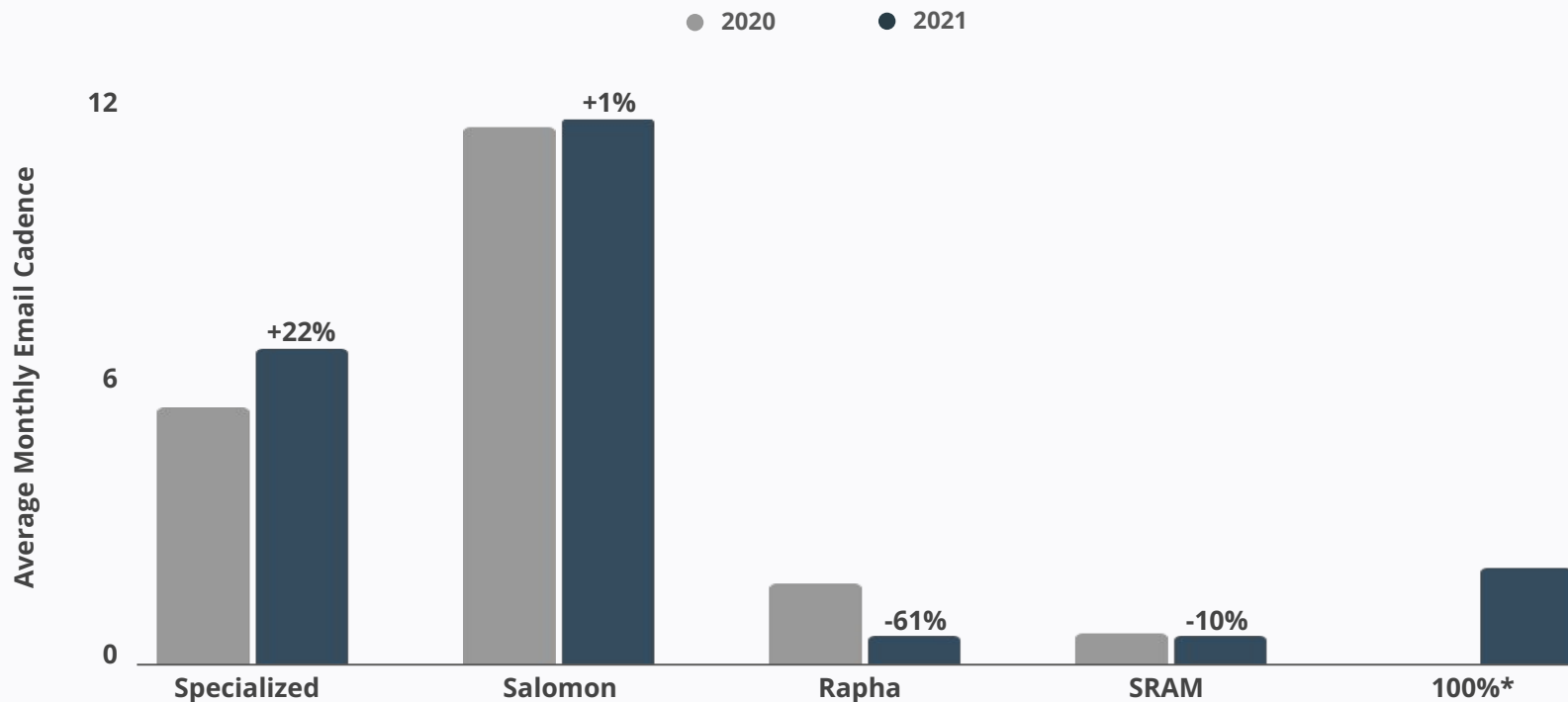
In 2021, 99.7% of all website traffic from email marketing across the competitor set came from desktop devices. Mobile traffic accounted for 0.3% of email traffic, a **-24%** drop in mobile traffic from 2020.

A higher percentage of click through on desktop can stem from a lack of mobile email optimization or a reader base that is more comfortable doing research about biking on larger screens.

In 2021, all brands in the competitor set, except for **SRAM** and **100%**, saw a decrease in web traffic generated by email marketing.

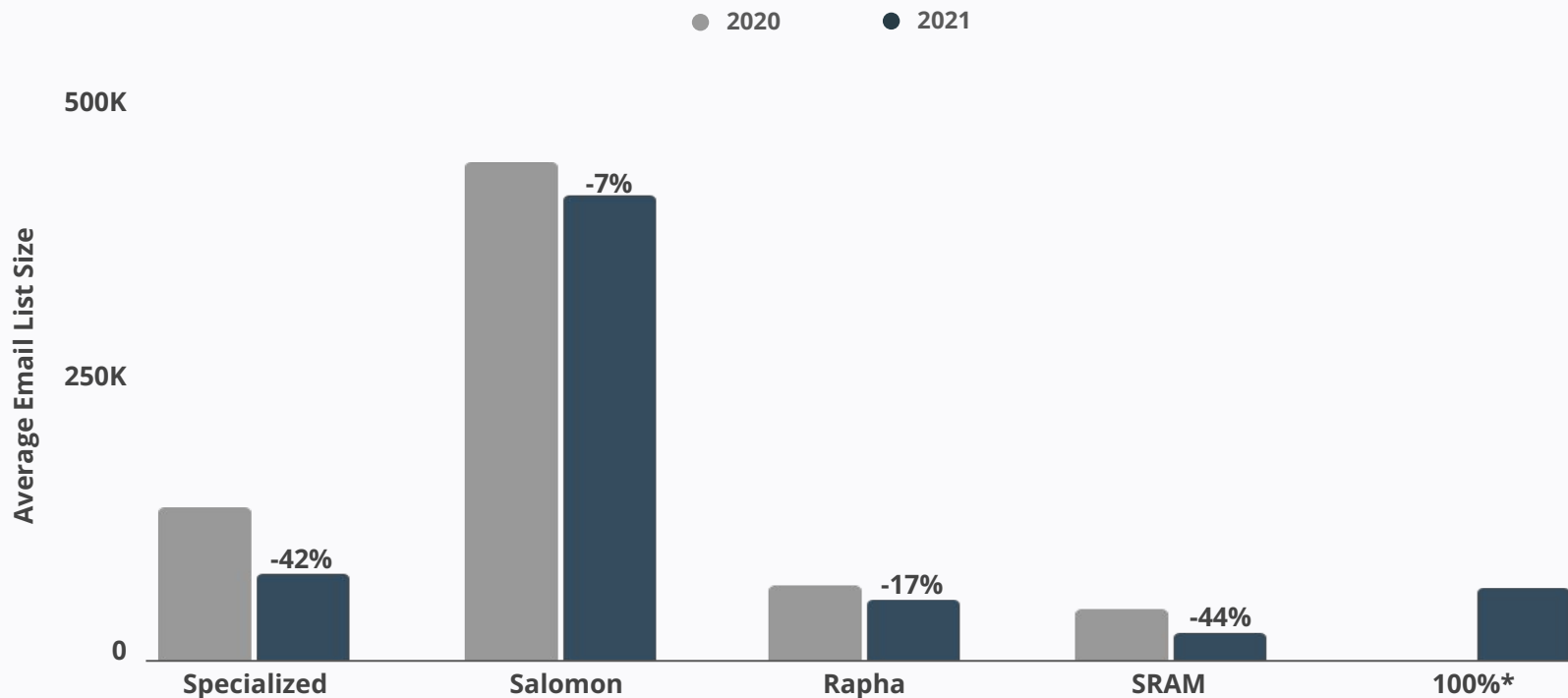


In 2021, only Specialized and Salomon increased their monthly campaign cadence where Rapha and SRAM decreased their cadence. Amongst the competitor set, the average monthly email campaign cadence is **5 emails a month** in 2021.



*Email marketing data for 100% is only available from June 2021 and beyond.

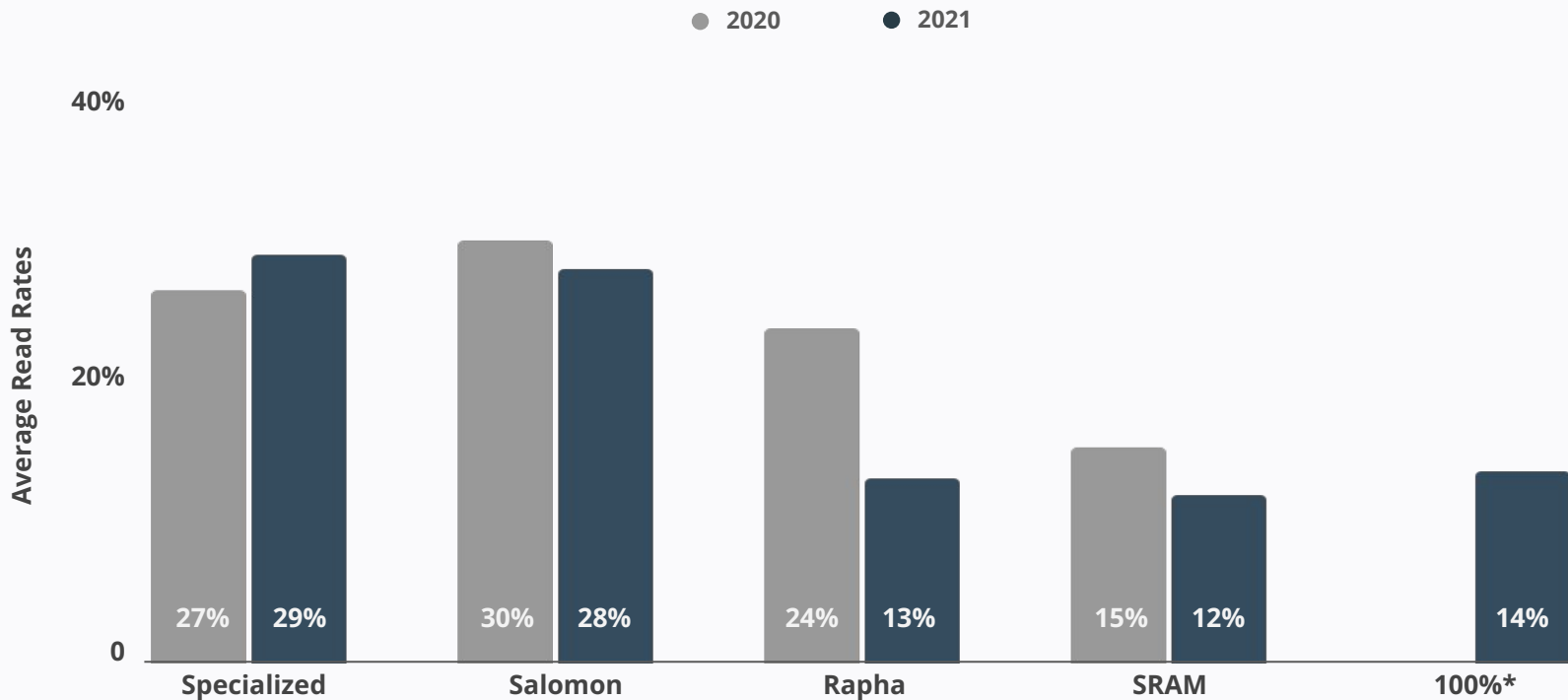
In 2021, brands in the competitive set are segmenting their email distribution by sending emails to niche groups of subscribers rather than their entire subscriber base. Brands saw a **-42%** decrease in average individual campaign recipients.



List size is the max number of subscribers a competitor reached out to on a campaign within the year.

*Email marketing data for 100% is only available from June 2021 and beyond.

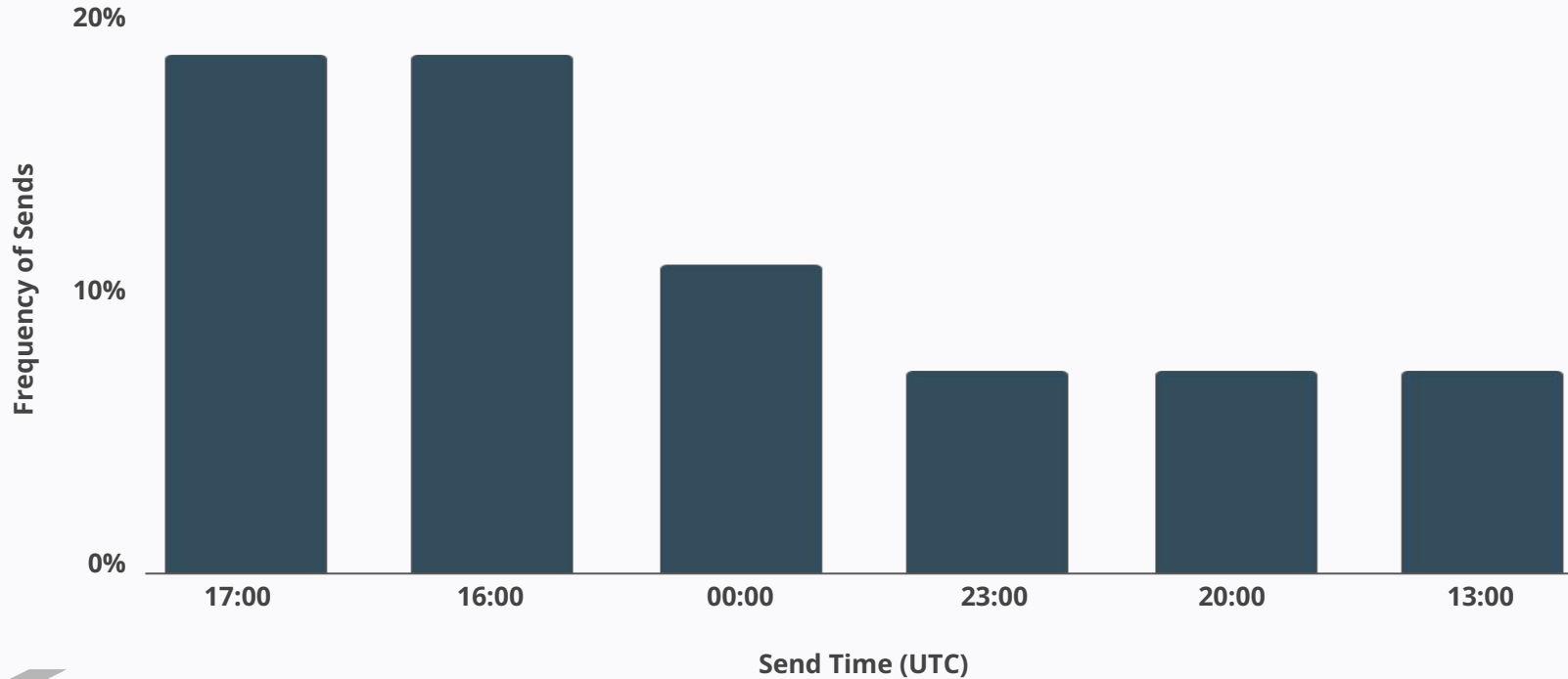
From 2020-2021, brands in the competitive set saw an average read rate of 19%. In 2021, **Specialized** has the highest average read rate at 29%.



List size is the max number of subscribers a competitor reached out to on a campaign within the year.

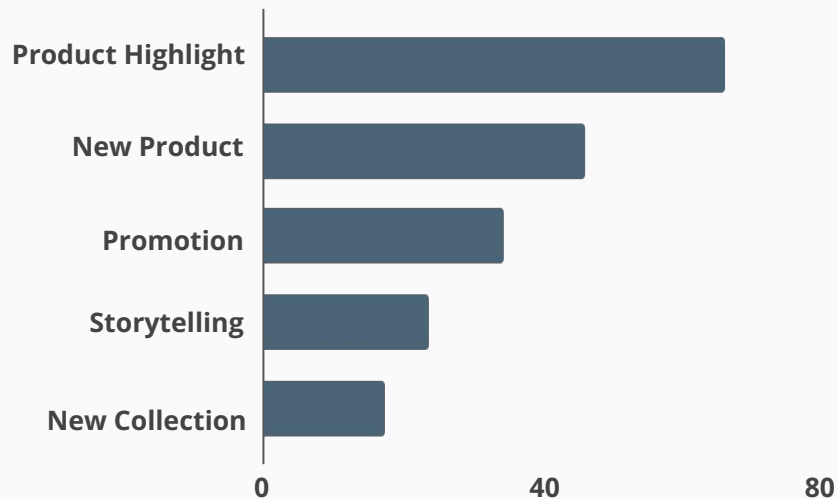
*Email marketing data for 100% is only available from June 2021 and beyond.

Emails in the competitive set with read rates greater than 50% were sent the most within the hours of **17:00**, **16:00** and **00:00 UTC**.

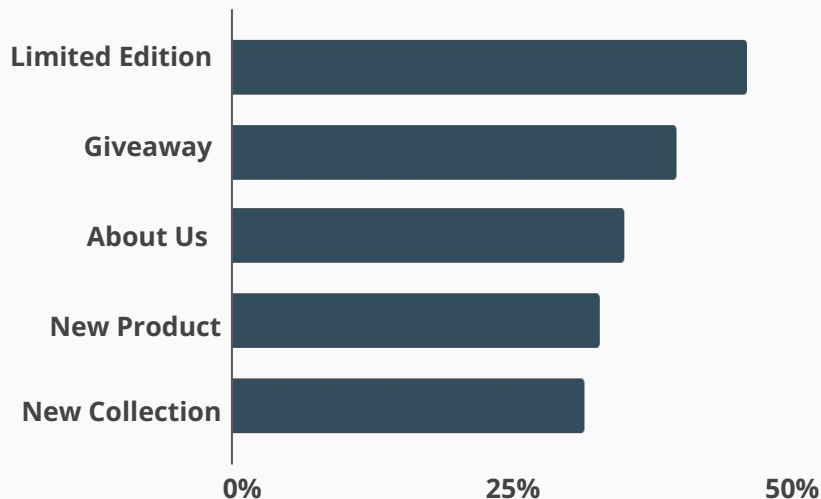


The competitive set focuses most of their content on **product specific** emails such as product highlights or new product launches while top performing emails based on read rates indicate subscriber interest in **community and exclusivity** such as limited edition collections, giveaways and 'about us' information.

Top 5 Email Categories (Frequency)

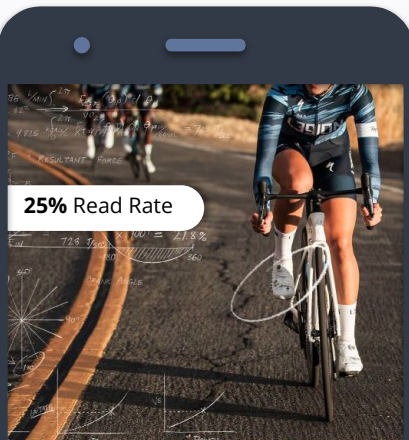


Top 5 Email Categories (Read Rate)



While emails based on storytelling are sent out frequently, these email typically receive an average read rate of **21%** which is lower than the top five categories that see an average read rate of 36%. Storytelling emails from the competitive set include the [science behind the product](#), [biking films](#) and [series](#) as well as [introductions to the sponsored team](#).

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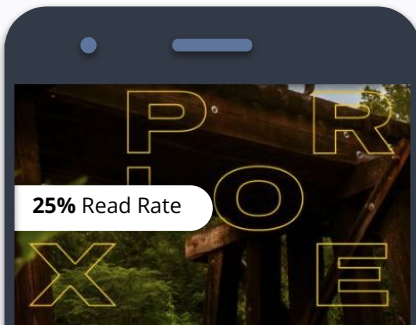


BODY GEOMETRY SHOES & FOOTBEDS

Extra Power, Hold the Pain

The human body evolved to walk, not pedal, which leads to power-robbing foot collapse, misalignment of the foot, knee, and hip, as well as "hot foot" in traditional cycling shoes. Every Body Geometry shoe solves these problems with three patented technologies to deliver a pain-free increase in power that's validated by scientific testing and two decades of well-documented ass kicking.

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25% Read Rate

EXPLORE MORE

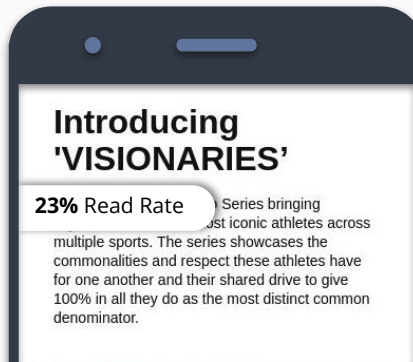
To help inspire exploration a little closer to home, we handed three friends of Rapha a camera each and partnered them with a local filmmaker to pursue one simple goal: set off on a one-day adventure from where you live, and document what you find.

From the outskirts of Oslo to the deserts of Texas and London's city parks, the result was proof that adventure truly does start anywhere. All you need to find it are two wheels and a healthy sense of discovery.

#ADVENTUREONYOURDOORSTEP

WATCH THE FILM

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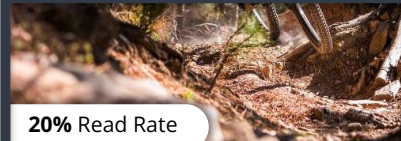
23% Read Rate

Introducing 'VISIONARIES'

Series bringing most iconic athletes across multiple sports. The series showcases the commonalities and respect these athletes have for one another and their shared drive to give 100% in all they do as the most distinct common denominator.



20% Read Rate



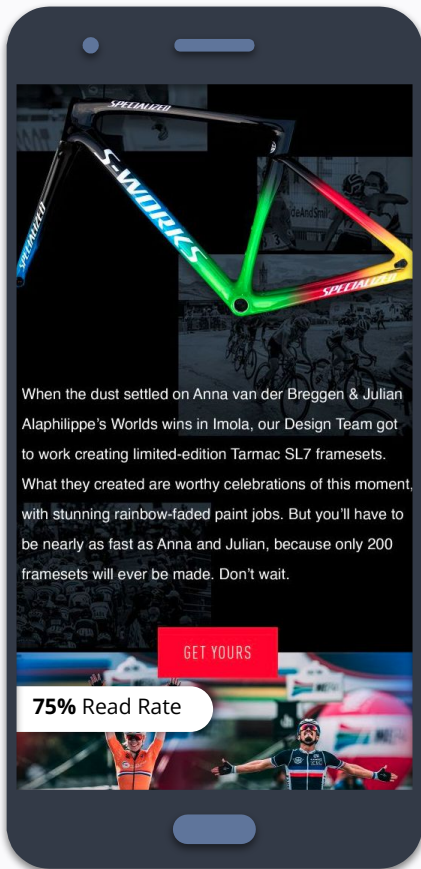
Four riders from around the world. Young, fast, and in search of a lot more than just victory on the Enduro World Series. From racing their S-Works Enduros to campaigning the new Levo on the EWS-E circuit and e-MTB cross country scene, the Specialized Enduro Team is ready to race and eager to tell the world their story.

Learn More

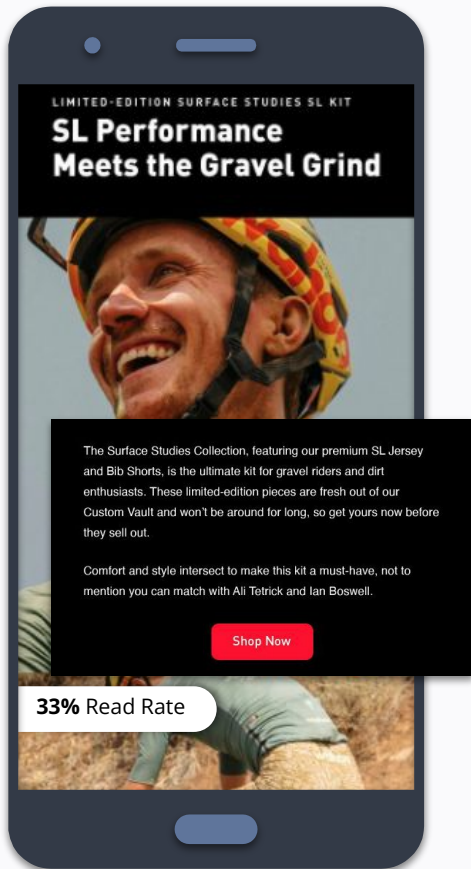
Francescu-Maria Camoin



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Top Performing Email Category:

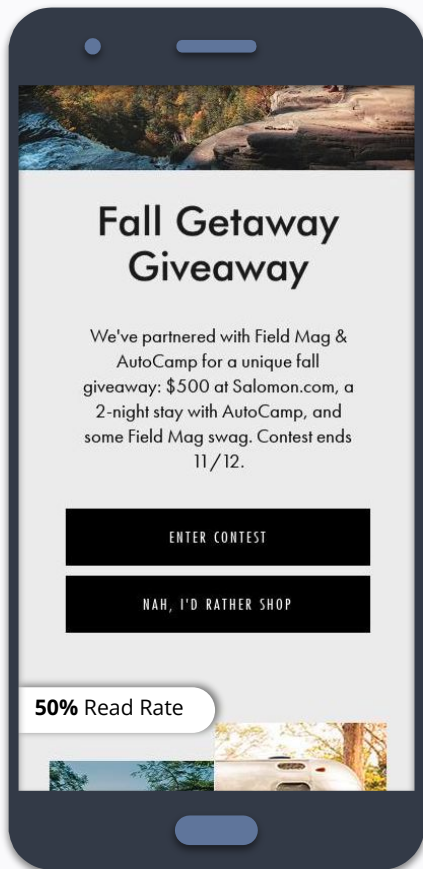
#1. Limited Edition

Limited edition emails focus on exclusive drops that are generally released once in the product line.

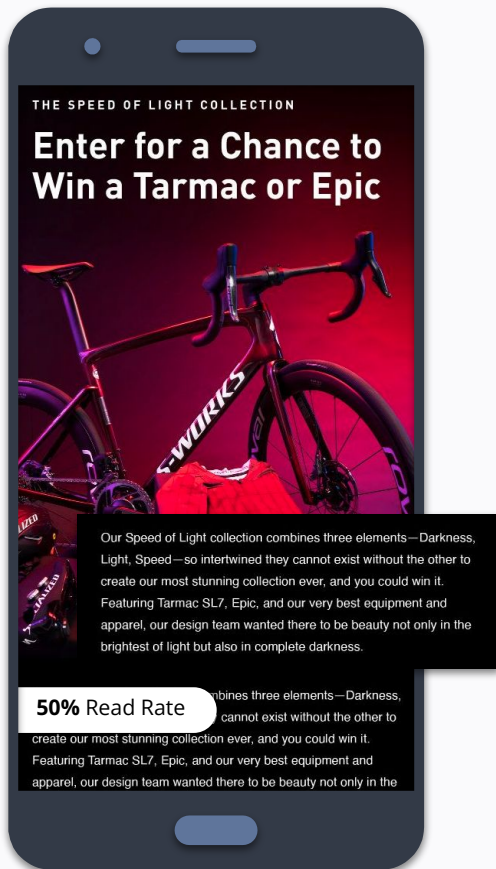
These emails focus on collaborations or products that serve very niche or specific focus in the biking community.

Tactics:

- Include “Limited Edition” in the email subject line to grab viewer attention.
- Experiment with calls to action that support the content. Play to the fact that these collections are special using a call to action like **“Get Yours”**.
- Short but sweet introductions about the limited edition release with strong photography to complement the email is the perfect combination to avoid overwhelming readers.



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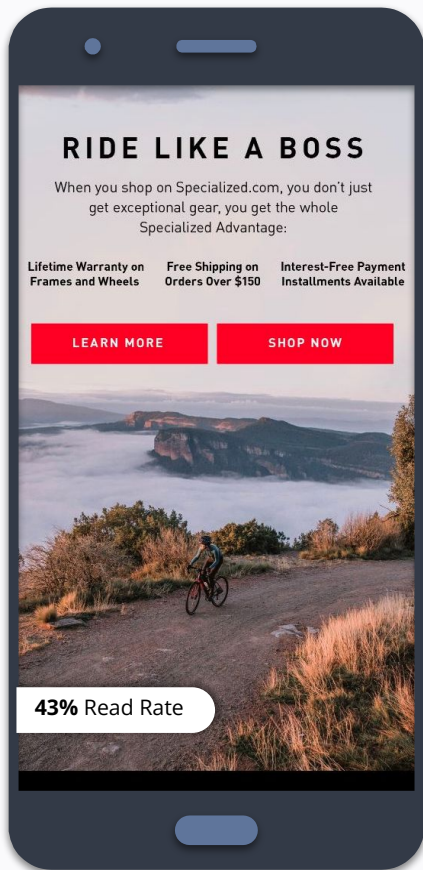
Top Performing Email Category:

#2. Giveaways

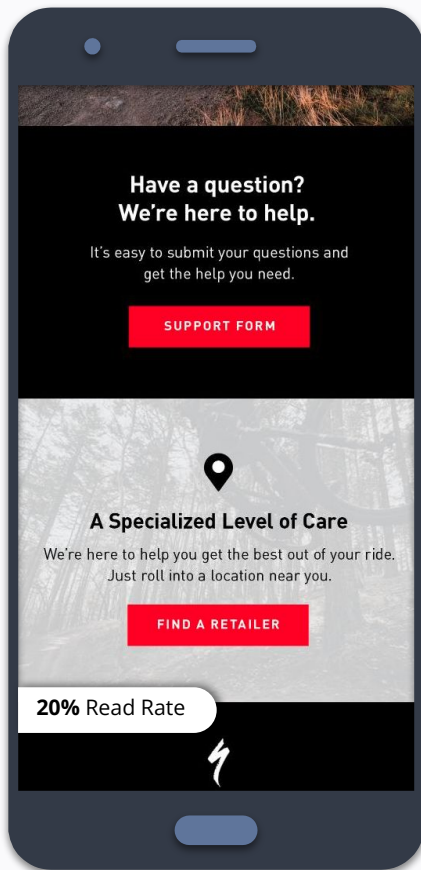
Re-engage your email subscribers by hosting a giveaway. This enables readers to click through to your website in order to enter and keep browsing.

Tactics:

- Go big. Brands have offered full equipment from their site for giveaways or partnered with aligned brands to offer unique experiences.
- Try to build urgency in your communication by highlighting when the giveaway ends.
- Play with your readers. In Salomon's giveaway with Field Mag, they built in two calls to action, one that says **"Enter Contest"** and the other that says **"Nah, I'd Rather Shop"** viewers are likely to select what people expect them to choose - but if they don't, at least they still have the option to shop.



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Top Performing Email Category:

#3. About Us

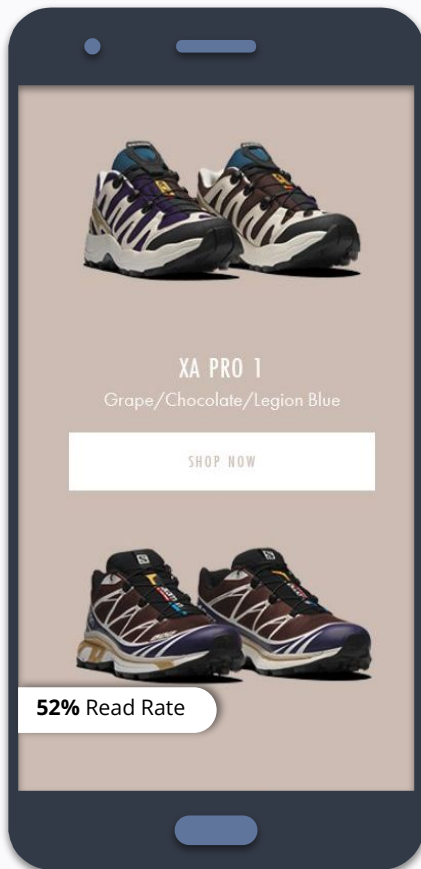
Specialized sent out an About Us email twice at two different dates to two different email lists. They focused on a short email that highlights the benefits of shopping with Specialized.

Tactics:

- Keep about emails value-based. Specialized wants to demonstrate their interest in their readers and their retailers and offers two CTAs to submit feedback and find a retail location.
- Highlighting the main benefits of shopping with the brand can help increase conversion rates by giving readers access to information they may not have known about the online store.
- Choose a powerful image that represents the brand to capture attention and show off the product.



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Top Performing Email Category:

#4. New Product

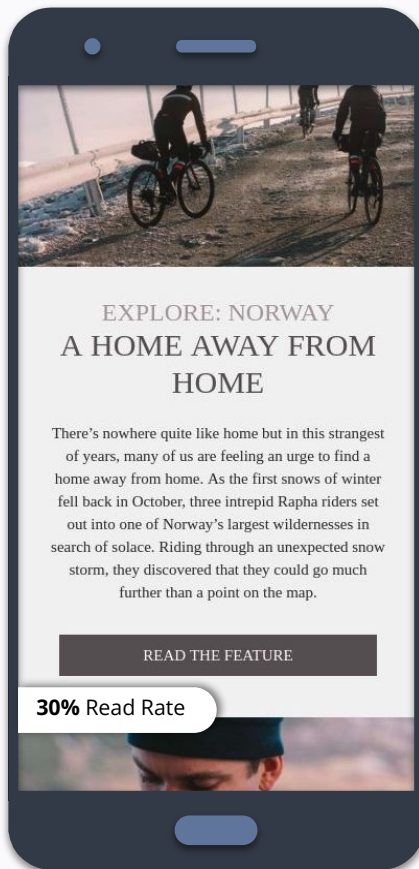
A staple email for most online retailers, new product emails communicate launches for readers to stay up to date with the latest of the brand's offerings. Note that new product emails are different than *product highlights* which focused on sharing product regardless of if they are new or not.

Tactics:

- Clear, clean imagery is a must. Both Salomon and Specialized use solid colour backgrounds with product imagery to give readers the best example of new products.
- Include a brief description of the purpose and benefits of the new product before going on to showcase more imagery or different colour ways.
- Include a call to action to shop under each SKU displayed to encourage click through to the site.



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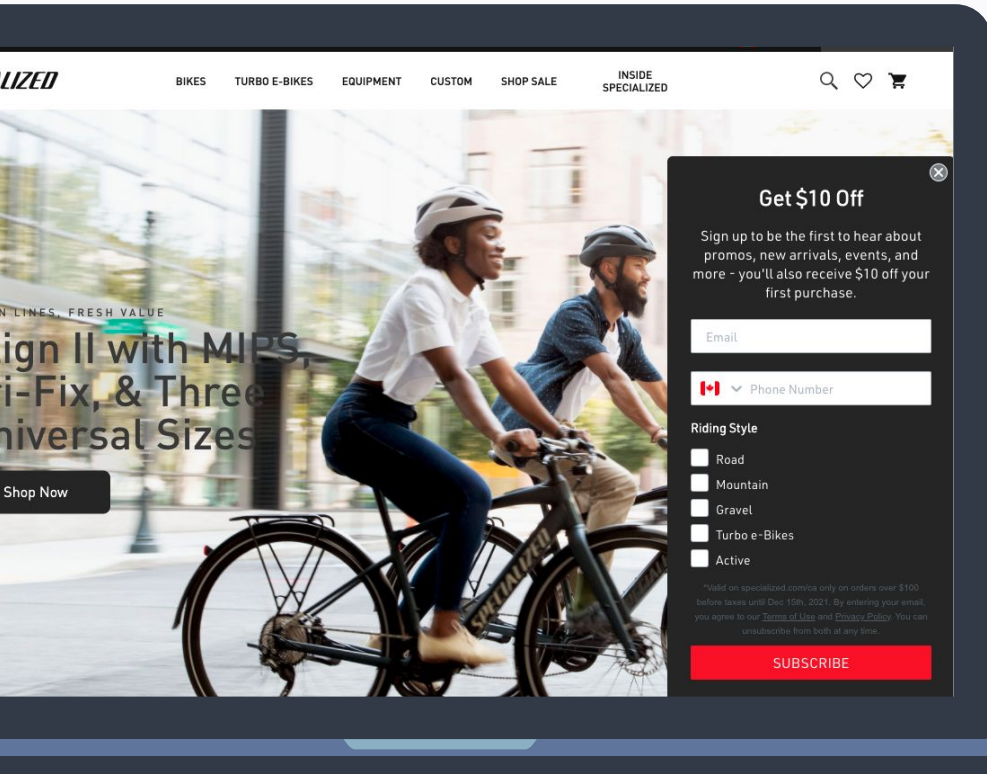
Top Performing Email Category:

#5. New Collection

New collection emails are similar to new product emails however they have the opportunity to build a stronger story around the set of products being promoted.

Tactics:

- Use new collection emails to focus on a theme or inspiration for a range of products within one line.
- Tell a larger story. Rapha uses a [collection launch](#) to tell the story about riding in Norway and asks readers to explore the story behind collections before showing specific products.
- 100% uses their [collection launch](#) to be witty and show brand character with their communication by tying collection inspiration to summer and the feelings it inspires in riders.

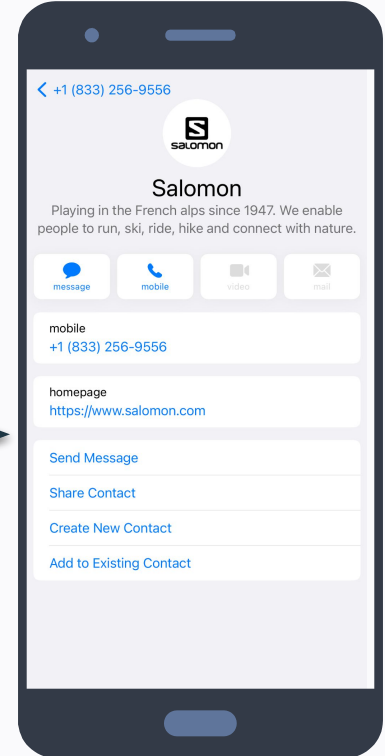
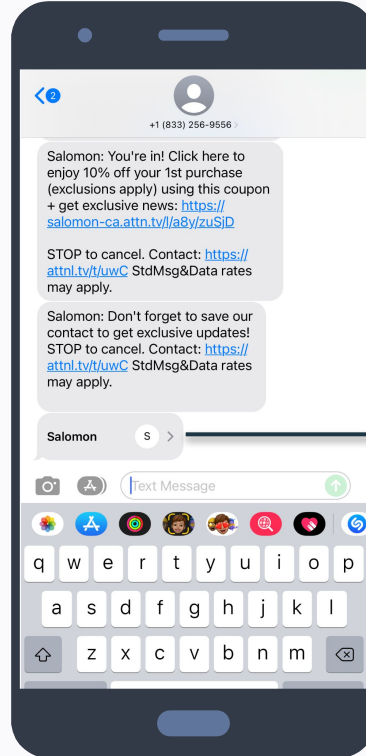
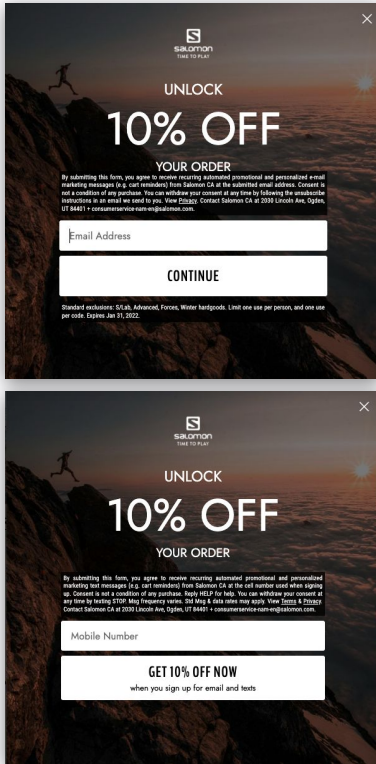


Currently Specialized, Salomon, 100% and Rapha have newsletter sign up pop ups on their homepages when landing on the site.

Specialized, Salomon and 100% are collecting numbers for SMS marketing as well.

Specialized and SRAM currently do not have a welcome email flow.

Salomon's lead capture pop up offers 10% off an order when visitors subscribe for **both** email and sms marketing. After subscribing, visitors receive their discount and the ability to add a pre-made Salomon contact to their phone to build a sense of 'friendship' with the brand.



Rapha's pop up and welcome email does not focus on an promotional content but instead urges subscribers to set their email preferences to receive only content that is relevant to their interests. Similar to the homepage pop up, the preference page allows viewers to select their product preference, riding style and country.

SIGN UP FOR RAPHA NEWS

EMAIL

email@example.com

PRODUCT PREFERENCE

Men's products

Women's products

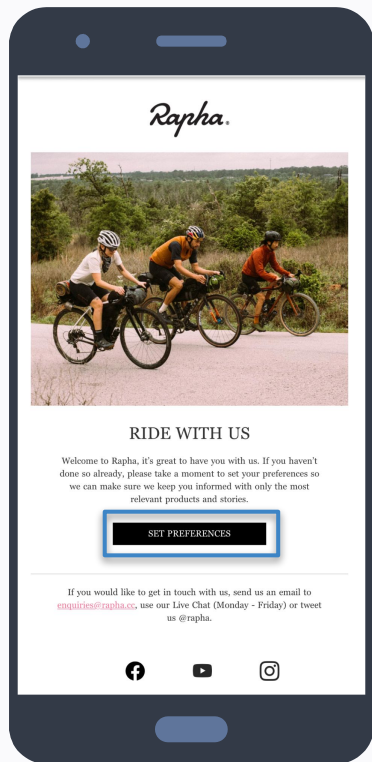
RIDING STYLE

Road & Gravel Riding

Mountain Biking

SUBMIT

[Terms and Conditions](#)



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PRODUCT PREFERENCE:

Menswear

Womenswear

RIDING STYLE:

Road & Gravel Riding

Mountain Biking

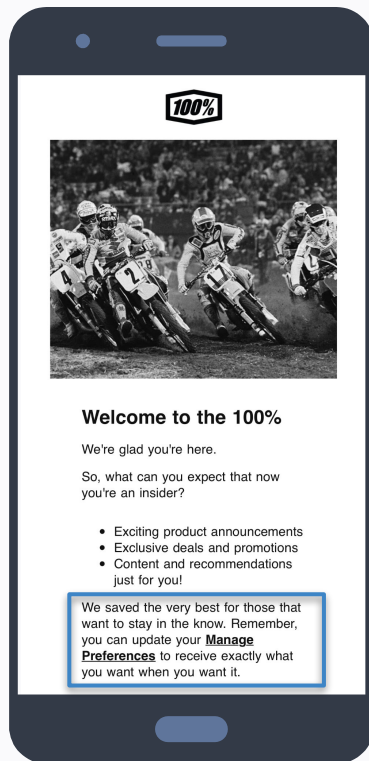
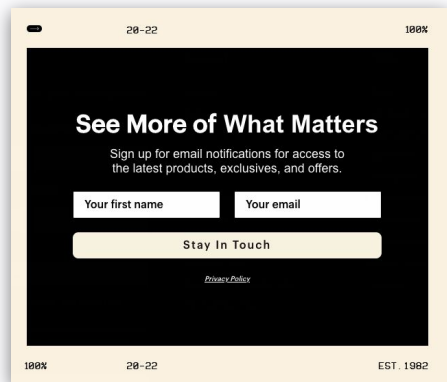
LOCATION:

Canada

LANGUAGE:

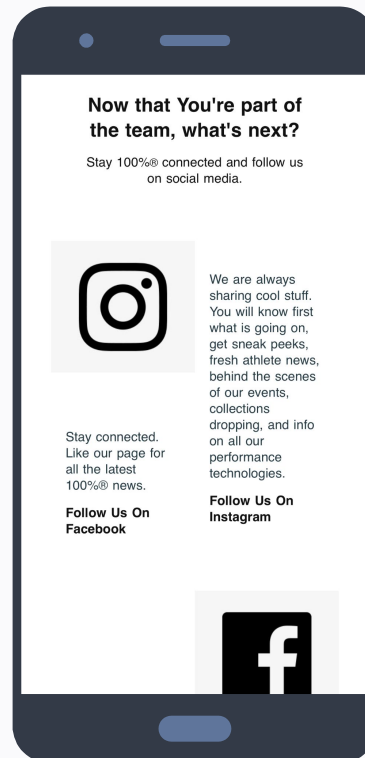
English

100%'s welcome email flow incorporates two emails, three days apart. The first email is a simple introduction to the brand and what subscribers can expect. Similar to Rapha, 100% asks viewers to choose their preferences. Three days after the first email, a second email with links to all of 100%'s social medias is shared including a Spotify account hosted by their athletes.



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+3 DAYS



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