



*The growth of our online business has been off the charts, thanks to Listrak. Their solutions have taken us to the next level very quickly. - Katherine Redd, E-Commerce Director, Hampden*

## About Hampden

Located in a historic building dating back to 1878, Hampden stands out on Charleston’s famous King Street with nearly 10,000 square feet of the most unique designer assortment of ready-to-wear, shoes, handbags, & accessories. Owner, Stacy Smallwood, travels the world to handpick each item to create not only an exciting fashion destination but also an inviting atmosphere.

## Overview

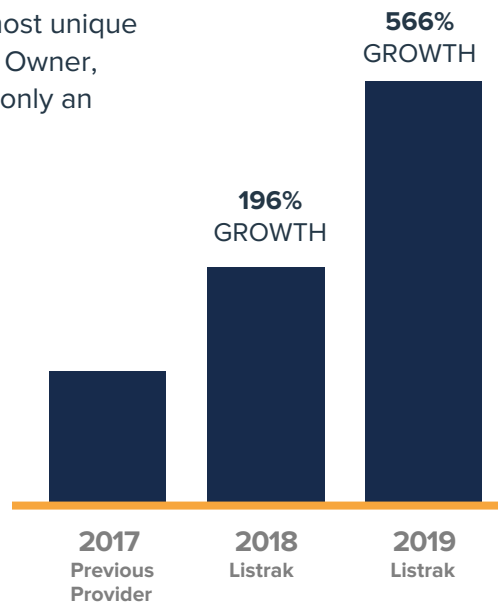
With 80% of revenue coming from one store location, Hampden needed to increase their ecommerce presence with a more sophisticated, best-in-class email platform. Hampden ultimately chose Listrak over a commoditized email provider who lacked the ability and expertise to scale and provide significant incremental revenue.

With Listrak, retailers gain more than a technology platform; they gain a long-term, strategic partnership with retail marketing experts who become an extension of their team to help execute growth strategies and exceed their goals.

## Results

After implementing Listrak’s triggered campaigns along with their predictive & personalization suites, Hampden’s revenue increased dramatically. And while many providers will claim to deliver an initial bump in revenue, Listrak’s differentiator is in driving long-term, consistent, incremental growth year after year.

This has been the case with Hampden as they employ Listrak’s strategic optimizations and continued innovation – Hampden recently added Listrak’s mobile solutions and Growth Xcelerator Platform to their mix to continue to accelerate their growth in years to come.



# 566%

2-Year Incremental Growth Over Previous Vendor