

MACKENZIE-CHILDS



MacKenzie-Childs Sees 71x ROI with Identity Resolution Marketing through GXP

As sophisticated marketers, MacKenzie-Childs, a home goods retailer and longtime Listrak email client, recognized the importance of using identity resolution marketing to drive list growth and increase onsite conversions, resulting in scaled ecommerce revenue. In 2021, seeing the success of other Listrak clients on our Growth Xcelerator Platform (GXP), they decided to leave their previous identity resolution provider in order to consolidate their customer data with Listrak and drive optimal campaign performance. During their 3-month trial period and beyond, they have continuously seen unprecedented returns with GXP.

With their data all in one place, their customer experience is more personalized and their triggered messages has improved compared to the previous identity resolution platform. MacKenzie-Childs experienced a 71x ROI in 2022, and 34% of their overall ecommerce revenue is driven by their highly personalized email campaigns.

34%

of Ecommerce Revenue
Driven by Email

71x

ROI

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GXP is working incredibly well for us. The program is driving incremental revenue above and beyond what would be expected based on other factors impacting our business.”

Lena Pawlewicz, Digital Marketing &
Customer Retention Manager