



GXP Drives 29% of Ecommerce Revenue for WORX

WORX was looking to take advantage of every opportunity to maximize revenue and identify anonymous users on their site. Listrak's GXP was that opportunity.

GXP made an immediate impact, driving more robust engagement and generating higher revenue levels using the GXP identity graph.



The Listrak team has helped us quickly identify dormant revenue opportunities and efficiently test new acquisition methods.

Kate Yates, Email Marketing Analyst, WORX

29%

Total Ecomm Revenue Driven by GXP

100%

Lift in Triggered Revenue

51%

Increase in Conversion Rate

(First-Time Purchasers Measured Against Control)