



GXP Boosts Triggered Revenue and More for Grizzly Industrial

Long-time Listrak email client Grizzly Industrial, a leading manufacturer of woodworking and metalworking machinery, recognized the value of adding identity resolution marketing through Listrak's Growth Xcelerator Platform (GXP) in July 2023. Seeking to turbocharge their existing marketing, Grizzly took advantage of the power of GXP's data capture capabilities and triggered campaigns to drive greatly increased revenue.

Adding GXP to their marketing strategy and acting quickly to implement proposed optimizations led to clear results: In October 2023, Grizzly saw a 15% increase in total ecommerce revenue YOY – a 229x return on ad spend (ROAS). This was largely due to a 535% increase in triggered revenue driven by the expansion of automated email campaigns, as well as the addition of alerts delivered via email and on-site behavioral banners. With these enhancements, enacted through the Grizzly team's forward-thinking receptiveness and adaptability, triggered revenue made up 18.9% of Grizzly's total ecommerce revenue in October, a 310% increase YOY.

In addition to the revenue boost created by GXP, Grizzly has benefited from Listrak's full-service approach, which takes the burden of day-to-day optimization and analysis off the shoulders of their lean team and allows them to focus on other strategies. Listrak's expert strategists constantly uncover insights and contribute outside-the-box ideas that help Grizzly's marketing performance continue to soar.



The value of GXP can't be overstated. The solutions are top-notch, the strategies are insightful, and the results speak for themselves."

Brian Jensen
Marketing Director, Grizzly Industrial

229X

Return on Ad Spend
(ROAS)

535%

Increase in Triggered
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