

Advanced personalization of content driving customer engagement and actions

Harnessing Lived Experience (LX) Data to Ensure Sharing Content of Maximum Relevance, Impact, and Value.

THE CHALLENGE

Trail Runner Magazine, part of the Outside network of publications, covers the places, events, gear, fitness, and training for all things related to trail running.

Its mission: encouraging, informing and inspiring trail runners of all ages and abilities. In 2022, Trail Runner shifted its content offering exclusively online.

NOW, AS A FULLY DIGITAL PUBLICATION, WITH MUCH OF ITS COMMUNICATION DRIVEN THROUGH EMAIL, TRAIL RUNNER HAS PRIORITIZED THE FOLLOWING KEY EFFORTS:

- Stand out in the age of overflowing inboxes and overwhelming online content to deliver:
 - Authentic differentiated communication
 - Value
 - Consumer satisfaction & loyalty
- Match individual readers to the most relevant pieces of content in a timely and efficient way
- Create touchpoints/products/channels which can resurface old, but still relevant content
- Derive more value from the substantial mass of content being constantly generated in the magazine's extensive catalog offering

THE SOLUTION

Ability to leverage timely and accurate consumer activity data. Bringing personalization and scalable efficiency to heightened engagement.

CONCEPT:

- Invite Trail Runner readers to share their Lived Experience (LX) data with the publication
- Match these connected readers to the most relevant pieces of content, informed by a real-time understanding of training, activities, location, demographics, etc
- Send a highly personalized newsletter once per week with a curated selection of articles: each email one of more than 4,000 unique possible combinations for any given week

PROGRAM MECHANICS

- Trail Runner was able to implement and launch this program in about two weeks
- Trail Runner conducts email communications through a well-known/leading marketing automation platform, and was able to integrate LX data directly into this platform
- Trail Intel is delivered through a familiar platform using familiar workflows, but is far more dynamic and personalized than other newsletters, campaigns, and digital products that Trail Runner publishes
- Integration did not require any support from Outside's IT team

THE RESULTS

Leveraging LX for Content Personalization That Delivers Stronger Engagement

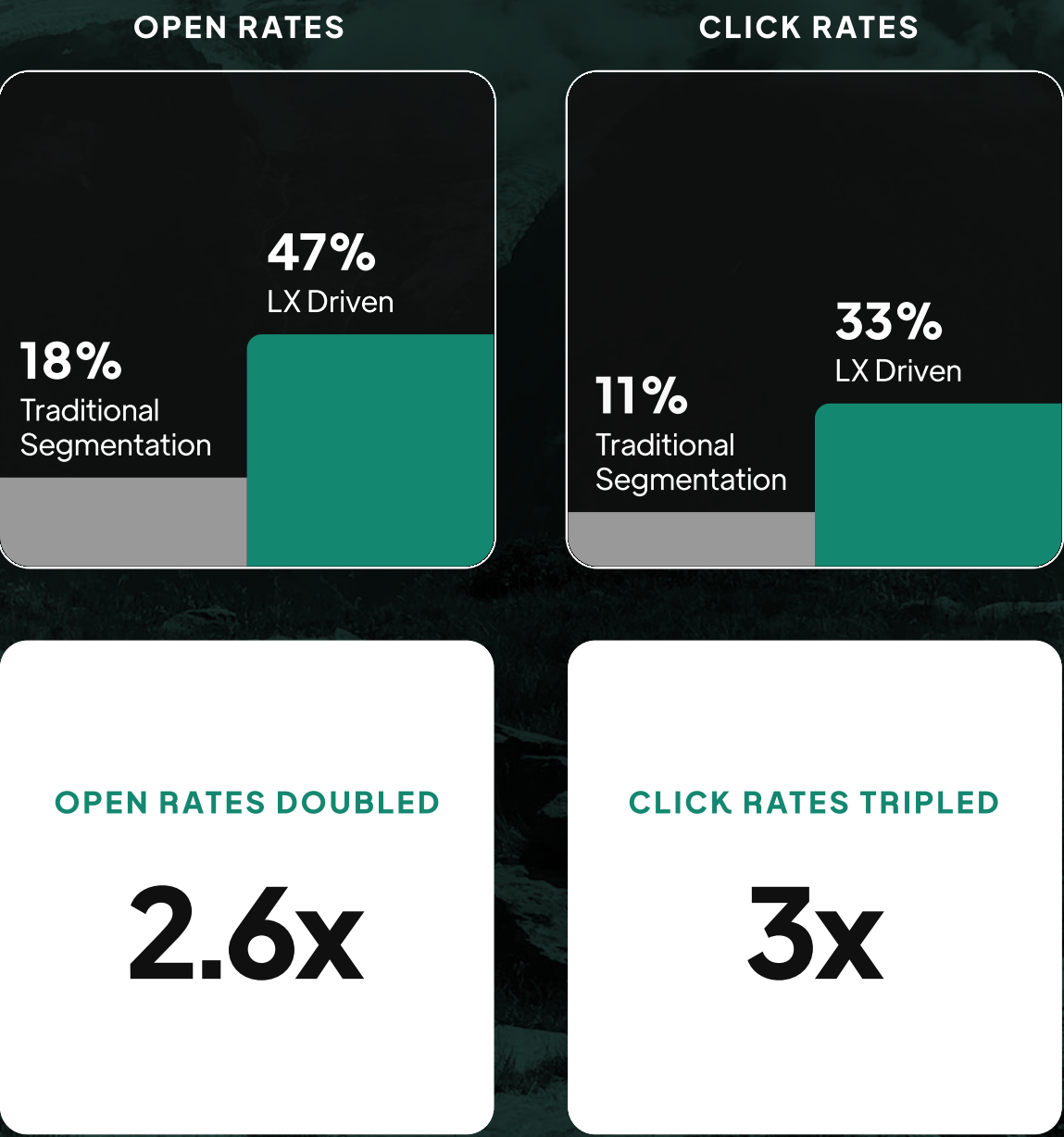
Participants were enthusiastic to share their actual activity data in exchange for relevant content customized and delivered to their inboxes. This was in stark contrast to other traditional newsletters which lack the customer segmentation and associated matching of relevant and timely content.

Enrolled reader feedback has been overwhelmingly positive to the curated content they received with Trail Intel, and positive word of mouth has resulted in increased participation.

After a successful 3-month pilot with Trail Runner, leadership within Outside Inc, particularly within the Outside Endurance segment, made the decision to increase the scope and scale of LX-driven content initiatives.

Trail Intel has been rebranded to Run Intel, and now includes content from multiple running publications (Trail Runner, Women’s Running, Outside Run).

Marketing Strategy Comparison



No one has bridged the gap on athlete-centered content delivery until now. This LX data-driven innovation has both spiked reader engagement and provided a way to highlight the value of our content. I also love that this is a tool built by & for athletes.

– Zoë Rom, Editor in Chief at Trail Runner Magazine

Summary

DashLX enables the collection and analysis of real-time Lived Experience data from engaged data-sharers who are rewarded with a substantially deeper and more valuable engagement by Trail Runner Magazine.

Rich, relevant content from Trail Runner Magazine is efficiently targeted and shared, via seamless integration with pre-existing email systems, now based on the hyper-personalization knowledge gleaned by the runners’ actual and timely LX run data.



DashLX helps innovative brands and organizations leverage Lived Experience (LX): the digital representation of what active people experience in the real world, sourced from wearable technologies.

Access to LX requires user permission and empowers brands to deliver better products, experiences, services, and outcomes to individuals at scale. LX solutions drive hyper-personalization and authentic community building experiences, informing improved products, relevant product recommendations, effective outreach, and two-way engagement.

Visit [DashLX.com](https://dashlx.com) for more information.



Trail Runner, the authority on off-road running since 1999, is the only magazine dedicated to the trail-running community, and our mission is to encourage runners of all ages and abilities to experience the outdoors and achieve a healthier lifestyle.