



Reshaping the Running Industry with Lived Experience (LX)

Partnering for Product Innovations,
Insights & Customer Engagement

THE CHALLENGE

How to access more accurate and actionable consumer realities at scale.

Disparate and unaligned sources of consumer information and data, often analog and subjective, limit timely and actionable insight discovery, research and activations.



THE SOLUTION

Engaging consumers to share their real-time, Lived Experience (LX)

To advance the research of individual running styles and to build the best performance products possible, Brooks Running has partnered with PWR Lab to leverage Lived Experience (LX) data. A more holistic and comprehensive picture of runner activities than ever before, accessed via wearables (with user engagement and permission) is resulting in deeper insights and improved, actionable decision-making.



THE RESULTS

Pushing Research Boundaries and Creating Valuable Connections via LX.

LX data is enabling Brooks to scale their research and make actionable observations based on real people in real-world conditions. PWR Lab’s data science and analysis is also helping to strengthen the understanding of running styles and their correlation to injury patterns.

LX solutions drive hyper-personalization and authentic community building interactions with consumers, forming better business cases, improved products, gear recommendations, and deepened two way engagement.



Leveraging LX results in Stronger, Sustained Engagement

Personalized communications with participating consumers, based on the exchange and analysis of their LX data, is proven to heighten engagement and responsiveness and the ability to build communities of loyalists.

EMAIL OPEN RATES

56.5%

21.33% WITH MAILCHIMP

EMAIL CLICK-THRU RATES

34.5%

2.62% WITH MAILCHIMP

Leveraging big data through DashLX has been enterprise transformational for our company. What we have now is a digital nervous system that enables fast decision making across the organization, driving extremely sticky relationships with our customers.

– Pete Humphrey, VP R&D, Brooks

SUMMARY OF PROGRAM STATS

Spring Campaign

Building a community of enthusiastic, engaged, and active runners willing to share their LX was core to the success of a recent Spring campaign. Runners across the United States participated by linking their wearable devices and sharing their LX data as they worked towards a goal of running a total of 191.4 virtual miles.

1,100

CONSUMERS

5 Months

ACTIVITIES DURATION

100,000+

MILES TRACKED

Billions

LX DATA POINTS



Dash LX 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.

LX empowers brands to deliver better products, experiences, services, and outcomes to customers at scale.

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



Brooks Running sells its performance footwear, apparel, run bras and accessories in more than 50 countries worldwide. Brooks’ purpose is to inspire everyone to run their path to a better self by creating the best gear, tools and experiences.

Founded 1914, Brooks is a subsidiary of Berkshire Hathaway Inc. and is headquartered in Seattle. Visit Brooks Running for more information or follow us on Twitter ([@brooksrunning](https://twitter.com/brooksrunning)) and Instagram ([@brooksrunning](https://www.instagram.com/brooksrunning)).