



URBAN OUTFITTERS +  appboy + PlaceIQ

**HOW URBAN OUTFITTERS REACHES THE RIGHT USERS WITH THE RIGHT MESSAGE**

# URBAN OUTFITTERS

## LEVERAGING REAL-WORLD BEHAVIOR TO SUPPORT SMARTER TARGETING OF CUSTOMER MESSAGES

### OBJECTIVE

While the rise of mobile has made it easier to target outreach to customers based on their in-app and web activity or preferences, the line between mobile activity and real life actions has become increasingly blurred, raising new challenges for marketers when it comes to understanding and engaging users.

### SOLUTION

1. Use audience building supported by Appboy's integration with location data firm PlacelQ to gain deeper insights into customer interests and behaviors both online and off.
2. Act on those insights to send messages designed to better appeal to each recipient.



**CASE STUDY**  
**PERSONALIZING**  
**MESSAGE TARGETING**  
**WITH REAL-LIFE INSIGHTS**  
**ADDING VALUE FOR**  
**URBAN OUTFITTERS**  
**AND THEIR USERS**

## URBAN OUTFITTERS

Urban Outfitters is a leading youth-focused retail brand offering curated, memorable clothes, books, vinyl, housewares, and more via its website and mobile app, as well as through its hundreds of retail locations. By leveraging technology to provide a seamless user experience on mobile, desktop, and in person, Urban Outfitters makes it possible for customers to engage how they want, when they want.

CATEGORY: Retail

PLATFORMS: iOS and Android

BASED IN: Philadelphia,  
Pennsylvania

CHANNEL: Push Notifications, Email,  
In-App Messages, News Feed Cards

### PLACELQ

Appboy partner PlacelQ connects physical and digital activities across time, space, and over 100MM+ unique mobile devices to uncover opportunities to learn and connect with audiences. PlacelQ is a powerful, location-based audience and insights platform that organizes a wide variety of consumer activity data around a precise location-based map at massive scale.



## 5 KEYS TO SUCCESS

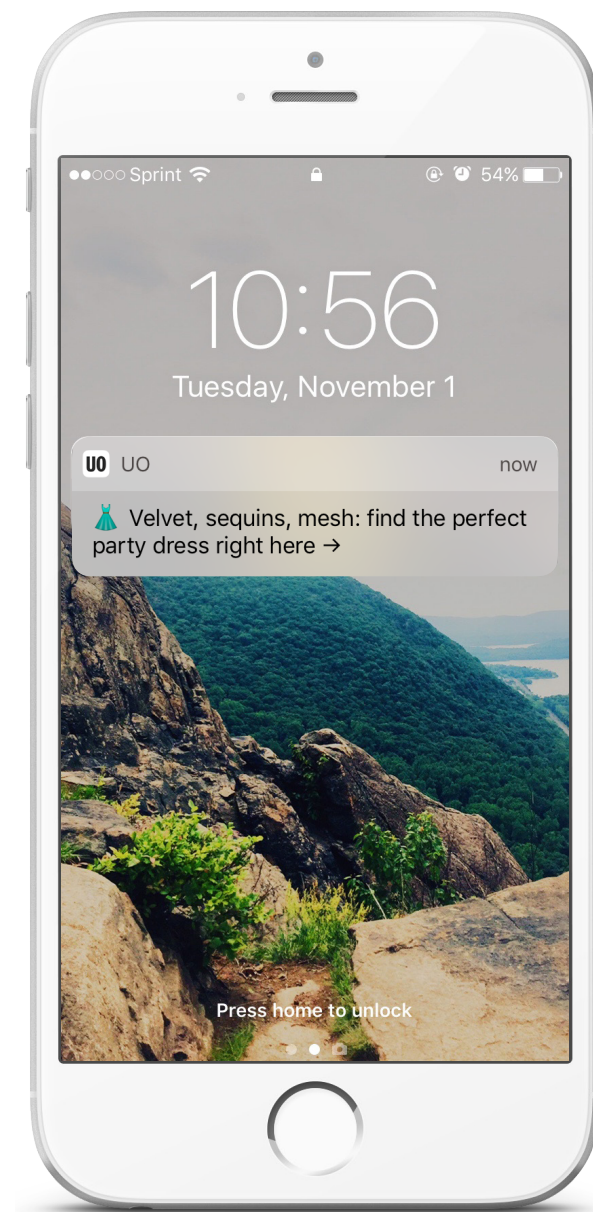
**DYNAMIC AUDIENCE FILTERS:** To further target their outreach, Urban Outfitters used PlacelQ's support for dynamic audience filters based on real-world location information and other Appboy data to target messages based on recipients' movements and behavior outside the app. In this case, they targeted push notifications promoting party dresses exclusively to women who frequent bars and nightlife locations.

**EMOJI MESSAGING:** In order to make their messaging more eye-catching and engaging to the demographics targeted by the campaign, Urban Outfitters included emojis in their push notifications, to heighten the fun, light-hearted tone.

**DEEP LINKING:** To provide users with a smoother experience and increase the chances that messaging led to conversions, Urban Outfitters took advantage of Appboy's support for mobile deep linking to send users right to the relevant page within the app when they tapped the message.

**CONVERSION EVENTS:** To ensure accurate monitoring of the impact of promotional campaigns, Urban Outfitters used Appboy's Conversion Events feature to track when the push notifications sent as part of this outreach resulted in a purchase.

**MESSAGE TESTING:** To better understand the value of its user targeting, Urban Outfitters used Appboy's message testing capabilities to evaluate separate versions of the campaign—one sent to the targeted PlacelQ Audience, and one sent to female users who had previously expressed interest in dresses.



## RESULTS

**BRAND BENEFITS:** Using PlacelQ's dynamic audience filters in concert with the Appboy platform's powerful mobile messaging and testing capabilities, Urban Outfitters boosted conversions from their promotional outreach by 75% and increased related revenue by 146%, compared to messages targeted based on customers' expressed interests.

**USER BENEFITS:** Urban Outfitters customers who were targeted using PlacelQ's audience filters received promotional messages that better fit their preferences and real-life needs, adding value and making it easier for them to take full advantage of relevant Urban Outfitters offerings.

**75%**  
INCREASE IN  
CONVERSIONS\*



**146%**  
INCREASE IN  
AVERAGE REVENUE  
PER RECIPIENT



SOURCE: APPBOY PROPRIETARY DATA, \*EQUALS PURCHASE WITHIN ONE DAY OF RECEIVING MESSAGE