



# INCREASING EMAIL CAPTURES AT ALDO

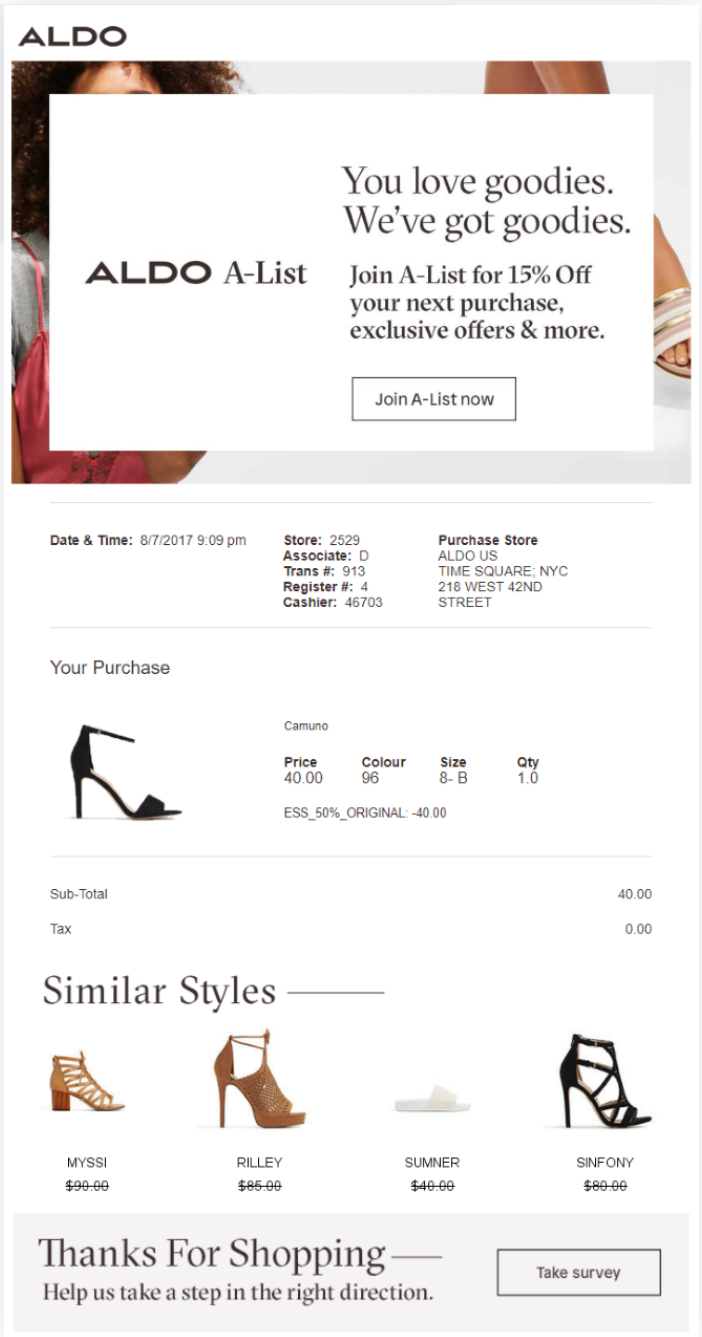
With the help of flexEngage, footwear retailer Aldo **boosted its email capture rate for new customers by 40%**. That represents three million new emails for the company's database.

## 3 MILLION NEW EMAIL ADDRESSES ACQUIRED IN 1 YEAR

For those customers who don't pay attention to the emails, e-receipts provide another communications channel. "It's allowing us to engage a customer in ways that just aren't possible when they're walking out with a paper receipt," explained Sandra Martineau, Director of Loyalty and CRM for Aldo. "Now we're getting, through e-receipts, the ability to talk to an audience that wouldn't necessarily pay attention to the emails."

## INCREASED EMAIL CAPTURE RATE FROM 20% TO 60%

That new communications channel has allowed Aldo to drive more visits to the brand's website, get greater engagement around store events, and enhance the customer experience with personalized recommendations. "We're quite pleased with the results," said Martineau.



Next on Aldo's list for its transactional communications program, said Martineau: launching a new loyalty program with the support of e-receipts.