



# ENGAGING CUSTOMERS AT UNDER ARMOUR

Previously, Under Armour sent shoppers static email receipts minutes, even hours after leaving the store. The digital receipts were not branded in a way that enhanced the in-store experience or encouraged further shopper engagement.

Under Armour began utilizing flexEngage to send brand-right smart receipts to their customers' inboxes.

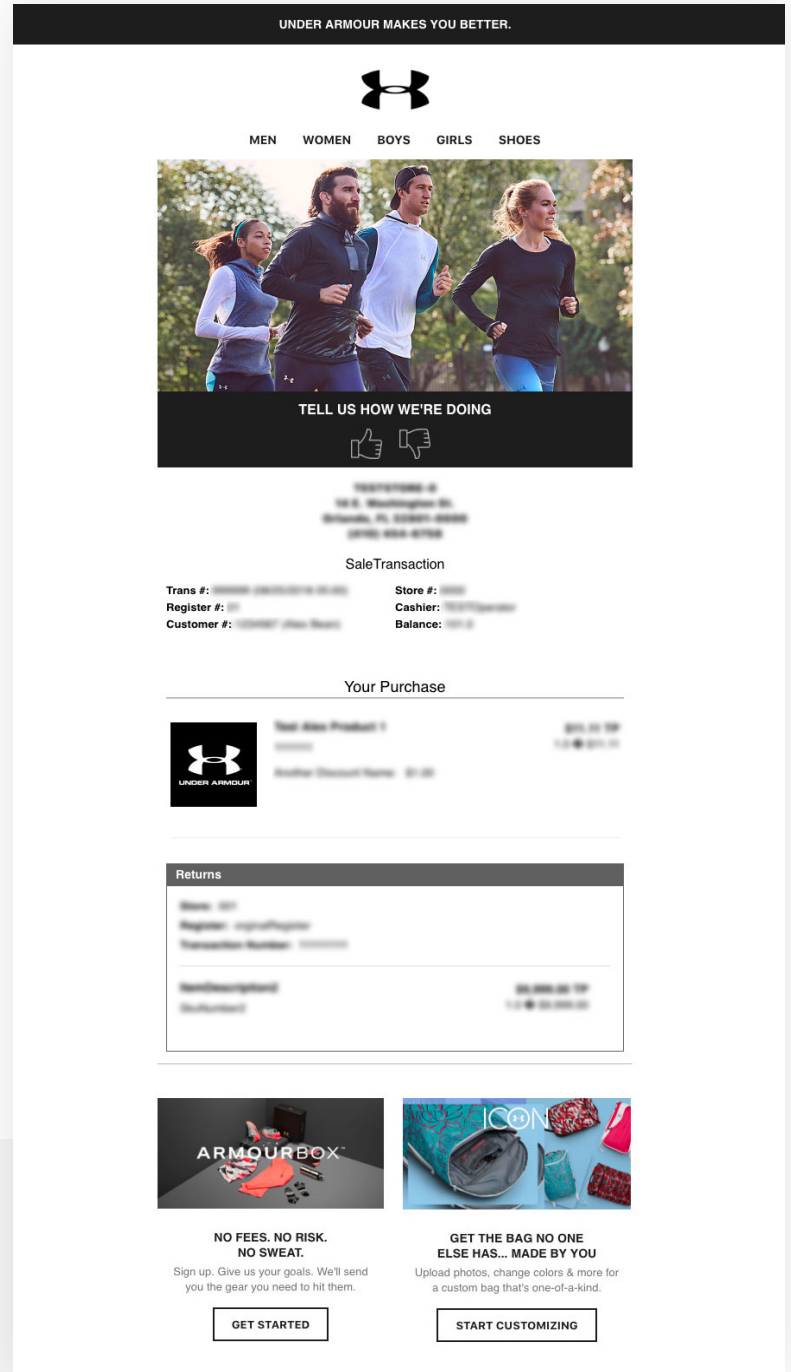
## BRAND-RIGHT MESSAGES

Brett Ott, Under Armour's Senior Manager of Global Store Experience, noticed an immediate win from the moment flexEngage launched Under Armour's new eReceipts. "Customers now receive a well-branded receipt with links to the product they just purchased that takes them back to UnderArmour.com."



"flexEngage", said Ott, "answered our challenges pretty much instantly. The result was a digital marketing tool that reaches customers phones within 60 seconds of making a purchase. It was a big win."

*"Cross-channel sales is another big win. There are a lot of benefits we've seen even in the short time we've rolled out. - Brett Ott, Under Armour's Senior Manager of Global Store Experience"*



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