![Redpoint]

Aubuchon Hardware Delivers Personalization, Convenience

COMPANY OVERVIEW

Founded in 1908, Aubuchon Hardware is the oldest family-owned and managed hardware store chain in America, with 105 locations across New England and upstate New York. It's motto, "local matters more," speaks to the store's mission to provide customers with exactly what they need, backed by local, dependable support.

CHALLENGES + GOALS

As an independent retailer with a goal to be the best in the world at convenience, Aubuchon wanted to differentiate from big box retailers by delivering an unmatched personalized, omnichannel experience. To overcome a scale disadvantage, the store sought to enhance an already robust loyalty program, which accounts for roughly 70% of sales, by creating a best-in-class buy online, pick-up in-store (BOPIS) experience for loyalty members, whose average online transaction is roughly double that of an in-store purchase.

To accomplish this, Aubuchon needed to know its customers better, particularly as it transitioned away from item-priced marketing. A lack of a single customer view, for example, made it difficult to personalize replenishment program emails, or to optimize a customer's journey between an in-store and online experience.

Significant reduction in duplicate accounts

Seamless integration with email service provider

20% of loyalty members who use BOPIS **make an additional purchase** in-store

Uptick in sales from personalized replenishment campaigns

> *"Having all customer data available to us in one place, with the confidence that it is accurate, timely and comprehensive, has been the biggest asset of partnering with Redpoint."*

-WILL AUBUCHON, CEO, W.E. AUBUCHON CO. INC.

WINNING SOLUTION

With the Redpoint Data Readiness Hub, Aubuchon drives expanded digital engagement and customer loyalty with an increasingly personalized customer experience. Replenishment campaigns, welcome campaigns and activation campaigns have all been enhanced with personalized communications, resulting in increased email open rates and higher sales.

Access to real-time customer data and a single customer view through the Redpoint solution gives Aubuchon the ability to personalize emails and website content, providing relevance in the context and cadence of a customer's journey. An attribution report, for example, shows that optimizing replenishment email reminders results in a significant increase in conversions. Because the single customer view, or golden record, is updated in real time, Aubuchon also eliminates friction in the customer experience by substituting out a reminder email if a customer has already made a purchase.

An ability to send relevant, timely correspondence has enhanced the BOPIS experience; the average spend of new loyalty members (last 365 days) who purchase online and pick-up in-store is 68% more than those yet to make an online purchase.

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