



CASE STUDY: Alpha Industries

22x

increase in email signups.

3%

increase in average CTR.

12%

uptick in website traffic.

Alpha Industries has been making high-quality outerwear for over 75 years, and is the leader of American military-style fashion. When they wanted to implement a new form of customer acquisition for Black Friday, they turned to Zembula to help!



Goal: To drive email sign-ups on their website and to drive Black Friday and post-holiday purchases.



Marketing Psychology Used:
Curiosity & FOMO

Objective

Alpha wanted to do a sweepstakes-style campaign supported by Facebook and Instagram posts, as well as display ads, and a large email blast to existing customers. They wanted to drive email sign-ups for their website and news, as well as Black Friday and post-holiday purchases. Their target market, millennials, are already skeptical of “traditional” marketing and sales tactics, so they knew that they needed something that would stand out and intrigue their market.

The retail space is overcrowded and filled with traditional sign-up forms, so Alpha wanted something that would give them an edge in an already overwhelming space. Zembula was just the thing to give them a unique and sustainable approach to customer acquisition!

Website

For this campaign, Alpha implemented a Slide-in on their homepage with a sweepstakes functionality. They offered varying degrees of discounts to anyone who subscribed to their email list. Their Slide-in provoked curiosity with a promise of winning, or a discount.

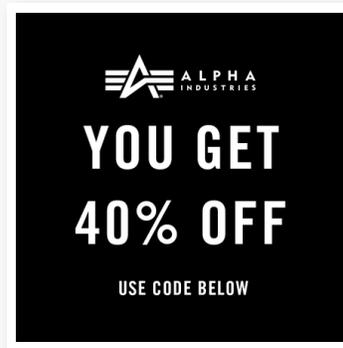
Email

They sent out an email to existing customers to ensure they were also captured in the promotion to drive sales during the holiday. In their email, Alpha drove curiosity and fear of missing out by not only offering the incentive of a discount, but the chance to win free product.

Cover Image



Reveal Image and CTA

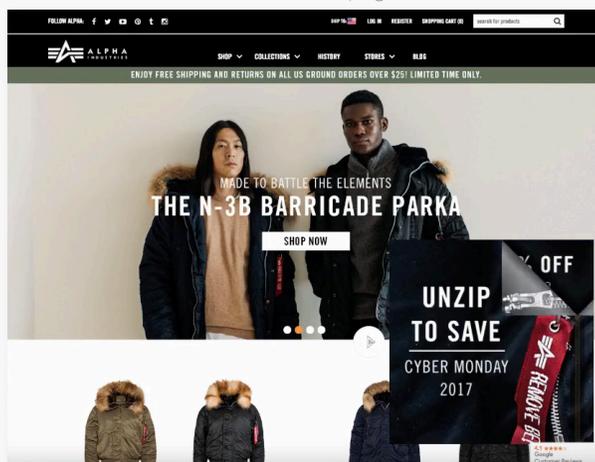


Redeem now

Social Media

Alpha also used social media channels like Facebook and Instagram, as well as display ads to support the campaign. Supporting their efforts with social media blasts and display ads helped them reach more of their millennial target market.

Website homepage



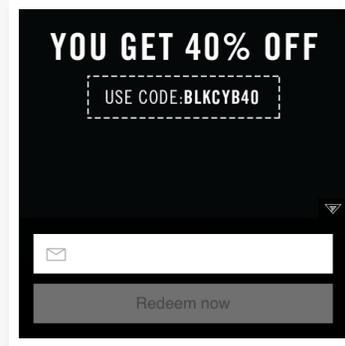
Instagram stories



Cover Image



Reveal Image and Email Capture



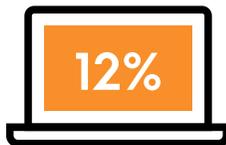
Alpha industries implemented Zembula's Slide-in as a sweepstakes on their homepage, serving up both discounts of 30% and 40% off and a chance to win free product, to compete in an overcrowded retail space for Black Friday. Not only did we give them a huge marketing advantage over others in the same space, but we improved significantly on their email sign-ups in Q4, taking them from their normal average over the course of a week of around **700 to 16000+** sign-ups! With the help of Zembula, Alpha surpassed both their customer acquisition goals and their sales expectations for the campaign.



22x increase in email signups.



3% increase in average CTR.
(and beat industry average CTR by **14%**!)



12% uptick in website traffic during promotion.
Leading to **5.7%** conversion rate for email signups.
(industry standard is **1.95%**)

If you would like to implement your own customer acquisition campaign, [contact us](#).