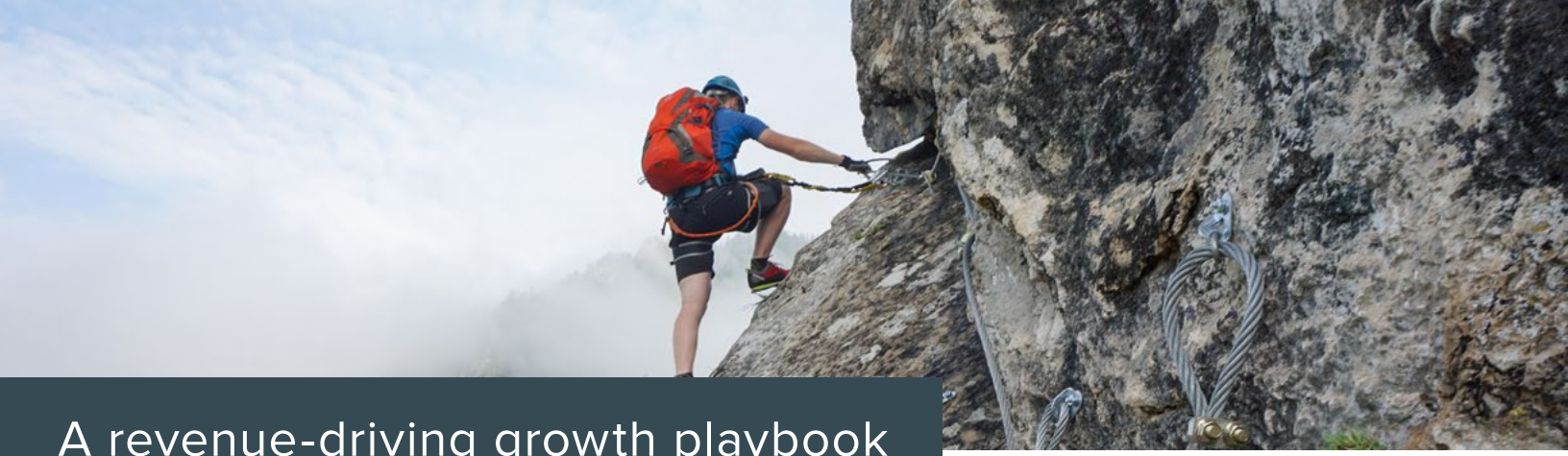


PLAYBOOK

Outdoor Brands

Driving sustainable revenue through
high impact customer relationships



A revenue-driving growth playbook

The necessity for outdoor recreation brands to build direct relationships with their consumers has accelerated. Brands that take swift action to identify, sell more to, and best support as many existing product owners as possible will realize a market advantage.

The past three years have had a lasting impact for all brands by accelerating direct-to-consumer eCommerce trends by 5+ years. Moving forward, outdoor brands that differentiate themselves with an unmatched customer-centric Ownership Experience will grow their fan base and experience long-term sustainable growth.

What's key to driving revenue growth?

Curating personalized, meaningful two-way engagement with product owners - those who own and are passionate about a brand



80% of a company's future revenue will come from just 20% of their existing customers.

(Gartner)



7.1 million more Americans participated in outdoor recreation in 2020 than in 2019.

(Outdoor Industry)



The sports and outdoors industry revenue is expected to show an annual growth rate (CAGR 2023-2027) of 9.48%

(Statista)

There isn't a single playbook that fits all, but there are strategic avenues that all brands should consider. With data from our work with over 140 great brands, **we've answered a few questions we're hearing from leading outdoor brands** that can help you strategically think about the Ownership Experience your brand provides.



SECTION 1

How can we improve two-way engagement with our product owners?

An Ownership Experience begins the moment a customer purchases a product and continues through the lifetime of ownership. Every ownership moment is an opportunity to provide value to your customers based on what they own—how to use the product, personalized promotions, warranty information, and frictionless customer support, to name a few. Personalization, relevancy and timing are key to developing two-way engagement and are made possible with actionable owner data.

Q: Is your current method of collecting product owner information producing actionable data? Is there cross-functional access and utilization of that data?

Q: Are you providing product owners incentives when asking for their personal information?

Q: Is it easy for product owners to engage with your brand? Is their experience easy and consistent from their initial purchase through late-stage ownership?

Q: Are you providing personalized resources and offers based on key product information like the products they own and stage of ownership?

REGISTRIA RESEARCH SHOWS

Our clients using the Onboarding Journey can expect a 30-50% increase in identified product owners, while one outdoor brand saw 7X increase after using PhotoregisterSM. Using stage of ownership to time customer surveys, another one of our clients saw a 90%+ survey completion rate.

SECTION 2

What are proven ways to increase customer lifetime value and loyalty?

According to Gartner research, 64% of customers are willing to pay higher prices to ensure better experiences. Consider how you can take better care of your product owners. Positive ownership moments build loyalty and dramatically improve brand sentiment.



Q: What value is your brand providing product owners' post-purchase? Does the experience of owning your product make you a desired brand in your market?

Q: Are you ensuring the offers you present are relevant to the product owned and the stage of ownership?

Q: Are you providing easily accessible self-serve resources for owners, such as manuals and how-to videos, that are available on demand, 24/7?

Q: Are you utilizing owner and product data collected during product registration to infuse your brand's AI technology with intelligent automation?

REGISTRIA RESEARCH SHOWS

A consumer durable goods brand realized an incremental \$7 million in sales for every 1% of additional product owners they identify - and over 80% of owners who rate their overall Ownership Experience as valuable or very valuable would buy from that brand again.

SECTION 3

What are the capabilities we should focus investments on?

Retaining customers through a great Ownership Experience has the power to create a “rising tide” effect across all aspects of a company. Start by identifying as many product owners as possible and offer superior onboarding experiences. Make a significant and consistent effort to capture actionable owner data and insights to build relationships with every customer and ensure there is cross-functional buy in on using that data to improve the entirety of your Ownership Experience.

STEP 1: Optimize your owner onboarding experience. Collect the actionable data your brand needs.

STEP 2: Ensure there is cross-functional access and buy-in to utilize the data you collect.

STEP 3: Consistently provide personalized, frictionless experiences for your product owners using the data you choose to collect.

A 5% increase in customer retention can increase a company's profitability by 75%
(Bain & Company)

VISIT: WWW.REGISTRIA.COM/SMARTOX

to learn more about the Smart Ownership Experience approach