



Tailored Marketing—Hickey Freeman Keeps the Quality Up
ExactTarget Agency Partner UniteU Technologies Launches 108-Year-Old Brand into the 21st Century

Hickey Freeman



ExactTarget Client Success Story

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“Keep The Quality Up.”

In 1899 Jacob L. Freeman and Jeremiah G. Hickey carved this company motto into the wooden entryway of their Rochester clothing factory. Over 90 years later, the Hickey Freeman brand has maintained its reputation as a high-caliber clothing maker.

Though the company has stayed true to its mission and impeccable devotion to quality clothing through the years, the marketing strategies and technological innovation of Hickey Freeman have evolved to capture the attention of today's selective shoppers. Combining the strengths of agency UniteU and Email Service Provider (ESP) ExactTarget, Hickey Freeman has developed a winning website and email marketing strategy for the Hickey Freeman line, as well as Bobby Jones and Hickey Style, two of the company's highly-successful complementary brands.



hickey



Consumer Disconnect Sparks E-Commerce, ESP Search

For many years, Hickey Freeman did not communicate directly with customers; communications were focused solely on manufacturers and retailers. With virtually no online presence, marketing materials were limited to expensive catalogs and direct mail pieces. The company was dissatisfied with the status-quo, desiring instead to interact directly with consumers through targeted, sales-boosting channels. Director of E-Commerce Lynda Forken decided to explore options for website development and email marketing that would allow Hickey Freeman to communicate directly with consumers, manufacturers and retailers.



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UniteU Recognizes the Need to Offer Enhanced Email Capacity

Meanwhile, a dynamic partnership was building between UniteU Technologies, a leading e-commerce solution provider, and ExactTarget Email Solutions. The UniteU on-demand Connected Commerce suite delivers a scalable, customizable and integrated e-commerce solution that empowers retailers to control and grow their e-business. With over 200 customers, UniteU strives to build solid client relationships as they develop and maintain highly-functional e-commerce websites.

The UniteU e-commerce package includes a standard, bulk-email tool, but Rebecca Ramme, VP of Business Development for UniteU, felt their clients needed a more comprehensive email solution that could provide enhanced feature set and deliverability capabilities they were lacking. Additionally, the standard tools did not extensively track emails, so clients were unable to easily monitor deliverability, email activity and unsubscribe management.

“We needed to improve our email marketing tools to help our clients grow,” remembers Ramme. “Batch and blast was dead, and we needed to maximize deliverability and find an ESP that could get through the filters to the inbox.” Ramme also wanted to be able to provide high-end email tools to merchants who were not necessarily tech-savvy graphic designers. The ideal email solution needed to be so intuitive that UniteU could provide the tools and let clients manage their own email marketing activities.

ExactTarget Partnership Harnesses Power of E-Commerce and Email

Ramme began speaking with ExactTarget Business Development Manager Mitch Wogoman concerning a potential partnership. Originally referred to ExactTarget through a mutual client, UniteU was eager to learn about the benefits of establishing a relationship with the industry-leading ESP.

A strong advocate of agency partnerships, Wogoman explained that UniteU could both increase the online success of their existing clients and more easily gain new business from an expanded service offering. **“Agencies like UniteU already have an audience of people looking to them for guidance,” notes Wogoman. “Having an agency who can introduce us to existing clients as a trusted, proven partner is a real win-win proposition.”**

ExactTarget agencies can also be more creative when pitching their range of services to risk-averse prospects. Instead of trying to immediately sell the entire e-commerce suite, for example, UniteU can begin by offering an email marketing solution. **“Email can be the Trojan Horse,” says Wogoman. “Once clients are using your email marketing tools, it is much easier to approach them with the other services you offer.”**



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ExactTarget Agency Account Manager Grant Johnson further explains the advantages of becoming an agency reseller: "Our agencies receive a true turn-key solution. With the click of a button, they can easily create new client accounts."

Johnson also notes that agencies lacking email marketing expertise can take advantage of ExactTarget's administrator training, ExactTarget University and account management resources to educate themselves on best practices, deliverability and other industry hotspots. "Sometimes when agencies bring on new clients, they ask to run creative by their ExactTarget account manager," explains Johnson.

"Account managers can also help agencies understand list management and avoid batching and blasting," says Johnson. "We want to give them the tools to understand and act on their data, embrace segmentation and develop personalization."

"Agencies can go from having zero email marketing presence to email marketing experts with virtually the flip of a switch," agrees Wogoman. "ExactTarget supports agency resellers with our own expertise until they're on their feet."

"Agencies with their own CRM, analytics or content management systems can easily integrate with ExactTarget and sell an enhanced product to their clients," notes Johnson. "Conversion Tracking—an out-of-the-box code snippet—allows agencies to easily track recipients from an email all the way through the shopping cart process."

Agencies can offer full-service or client-managed solutions and decide whether to private-label or co-brand their email tool. Agency flexibility allows companies like UniteU, which are not a traditional advertising agency, to focus on their strengths by offering the ExactTarget tool as an enhancement of their powerful e-commerce suite.

As Wogoman discussed an agency relationship, Ramme began to realize the potential impact of offering a more powerful email solution alongside their e-commerce suite. In the fall of 2004, UniteU became an ExactTarget Agency Partner. **"UniteU is always open to improvement, and as an agency, they have a captive audience," says Wogoman. "They realized they could significantly increase their client base by partnering with ExactTarget, and now they're going after that goal."**



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Hickey Freeman Discovers the UniteU Tailored Solution

After Hickey Freeman Director of E-Commerce spoke with several vendors, Forken approached UniteU about developing an e-commerce solution. She needed to quickly develop three unique e-commerce websites for Hickey Freeman's distinct brands:

1. **Hickey Freeman** – 108-year-old parent brand, well-known to the public (Figure 1)
2. **Bobby Jones** – line of golf-oriented sportswear and accessories (Figure 2)
3. **hickey** – launched January 2006, young brand focused on hip, trendy clothing (Figure 3)

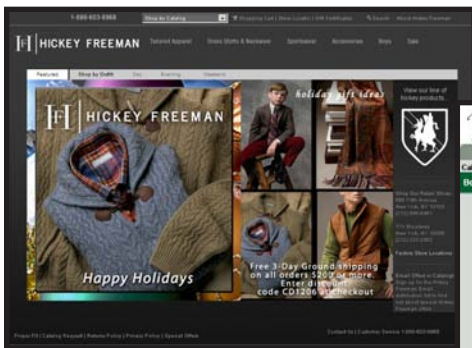


Figure 1: Hickey Freeman Website



Figure 2: Bobby Jones Website



Figure 3: hickey Website

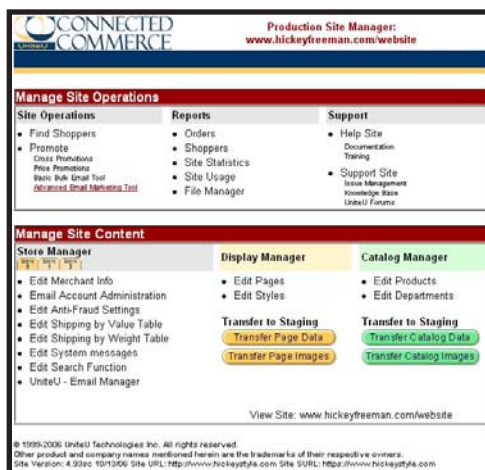


Figure 4: UniteU E-Commerce Solution User Interface

"We're not programmers, and we found the UniteU e-commerce solution to be very straightforward," remembers Forken. "At that point, a third party was handling the Hickey Freeman website—it was difficult, costly and unmanageable. We wanted to be able to do it ourselves."

Ramme was eager to help Hickey Freeman leverage its existing store and brand recognition by developing a strong online presence. She explained that UniteU's Multi-store Capability would allow Forken to manage all three websites in one scalable user interface (Figure 4).

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Ramme showed Forken how to easily merchandise the websites and employ cross-selling features to boost online sales (Figure 5). Forken also looked forward to using the secure checkout tools, wish list capabilities, search features and share-with-a-friend tools available in the UniteU solution (Figures 5-9).

After seeing the versatility of the UniteU e-commerce suite, Forken asked the agency to revitalize the existing Hickey Freeman site and build new websites for the Bobby Jones and hickey brands. Operating under a two-week deadline for the new websites, UniteU designers worked diligently to quickly develop websites that exhibited ease and simplicity. Since Forken knew many of the brands' veteran shoppers were not necessarily web-savvy, she made sure each webpage included the call center phone number for direct orders.

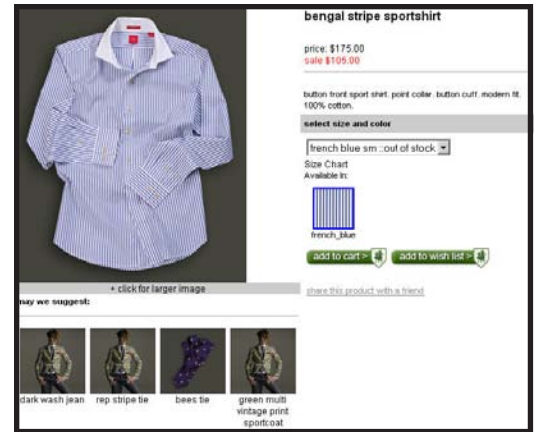


Figure 5: Cross-selling Feature

Hickey Freeman Launches Email Marketing Efforts

As Forken worked with the UniteU team to prepare the new websites on deadline, she also inquired about their relationship with ExactTarget. **“The third party who originally designed the Hickey Freeman website had handled our email marketing, but we had no control over the process,” remembers Forken. “We would create an HTML email, send it the third party and have no additional contact or backend results.”**



Figure 6: Secure Checkout Tool

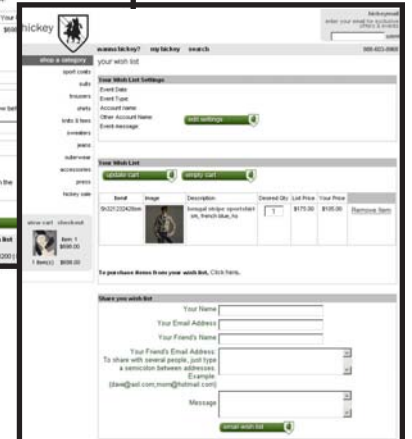


Figure 7: Wish-list

Forken was excited to manage her own email marketing communications through ExactTarget—she would finally have control over the messaging, list management, tracking and reports. More importantly, she would be able to measure the success of every email campaign in relation to online purchases through the UniteU Measured Marketing Tool (MMT).

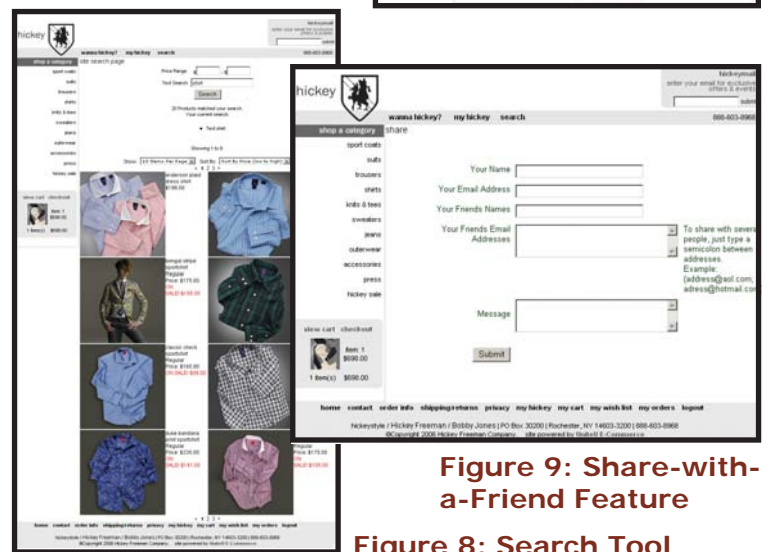


Figure 9: Share-with-a-Friend Feature

Figure 8: Search Tool

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By assigning a mail ID to each email campaign, Forken would be able to use MMT to provide meaningful feedback on the actual results of email campaigns—at the order level. Forken could then view a summary of the orders, within a specified date range, and the total \$ that resulted from each email campaign. If needed, she could even drill down to see each individual order in detail. “By using MMT, I can tell when someone clicked through an email and went through the online shopping cart,” explains Forken.

“For example, we just sent a promotion for the Hickey Freeman season-end sale, and we could see the orders come in as soon as we sent the email,” (Figure 10).

Well-Suited Email Strategy Boosts ROI and Website Traffic

Forken and Ramme knew that a strong email strategy could drive traffic to her new websites and, more importantly, drive customers to purchase. “First you focus on getting website traffic, and email certainly helps drive visits,” comments Ramme. “Once you get people to the site, the focus shifts to driving conversions—getting visitors to the shopping cart with high-ticket items.”

Forken sends a variety of postcard-style emails showcasing special offers, new items and season-specific sales. Each email directs subscribers to a corresponding landing page to drive immediate purchases.

Many emails, like the Bobby Jones knits promotion in Figure 11, mimic the left-hand department navigation from the website. Recipients can click the prominent graphic, or can navigate directly from the email to another department. “The Hickey Freeman team doesn’t limit themselves—including department links keeps their options open,” notes Ramme (Figure 11).

UniteU MMT Order reporting

ALL DETAIL | SUM BY AD ID | SUM BY MAIL ID | All with Discount

Start Date: >= 01 May 2004 < End Date: 31 May 2004 Update

Total Orders 1481 Total Value \$126,191.42
59 Records Page: 1 of 4

Ad id	Mail id	Key Id	Discount Code	Num Orders	Total \$
			Ad Code	762	\$72,599.03
Nike				144	\$11,838.07
Ashworth				106	\$4,886.69
Cleveland			Email Code	85	\$7,608.47
Cobra				67	\$4,078.14
	spring_wing			50	\$3,210.11
google		golf_shoe		43	\$3,616.23
google		Cobra_driver		33	\$3,034.60
overture		sand_wedge		21	\$906.75
	fathers_day			12	\$1,509.41
overture		windshirt		10	\$572.06
overture		golf_short	Search Engine	10	\$922.50
google		Shoes		8	\$679.00
	July_promo			7	\$439.26
google		golf_hat	Key Phrase	7	\$465.48
Total Orders				1481	Total Value \$126,191.42

Figure 10: UniteU Measured Marketing Tool (MMT)

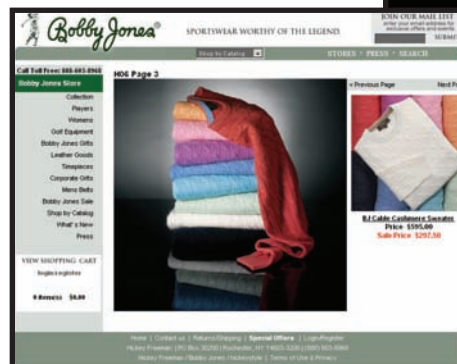


Figure 11: Left-hand Navigation, Postcard Emails Drive to Landing Pages

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Branded emails share the same look and feel of their corresponding website, from color schemes to the product photography. By maintaining consistency between email and online sales channels, Forken can further convey the brand identity of each line (Figure 12). **“We have very distinct customers,” explains Forken. “hickey shoppers want to receive different information than those who shop the classic Hickey Freeman brand.”**

One of the most striking characteristics of all Hickey Freeman emails is the stunning photography. “We spent a lot of money on catalog pieces from professional photographers, so we like to take those creative images and use them for our email campaigns,” says Forken. Each clothing season is planned in advance so cross-channel promotions are consistent. “At the beginning of each season, we all sit down with a calendar and lay out the whole season. Our advertising department creates the emails using catalog images, then we tailor the subject lines and from names to suit online shoppers versus store shoppers.”

By tailoring the messages to specific audiences, Hickey Freeman stays one step ahead of most marketers. “Often email marketers misjudge the purpose of email,” says Johnson. “They think the message content should reflect ‘here is what I want to tell them’ instead of ‘here is the information they actually requested.’”

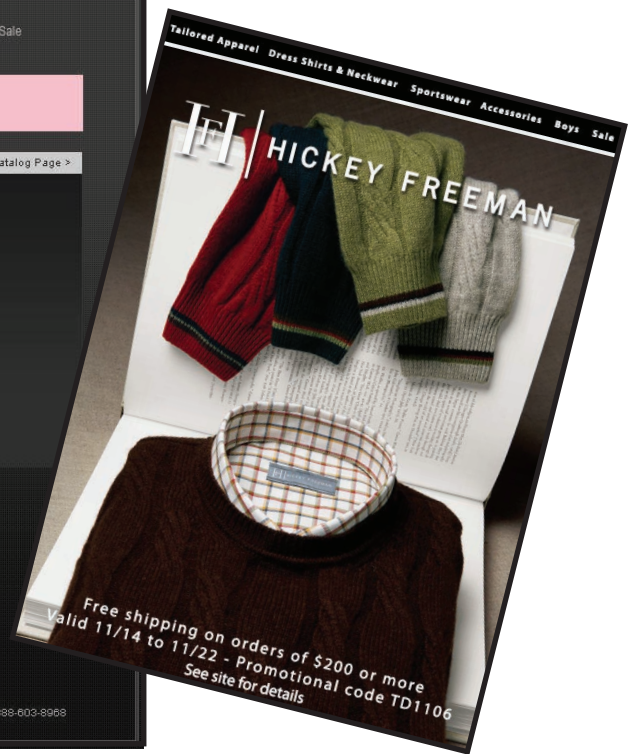
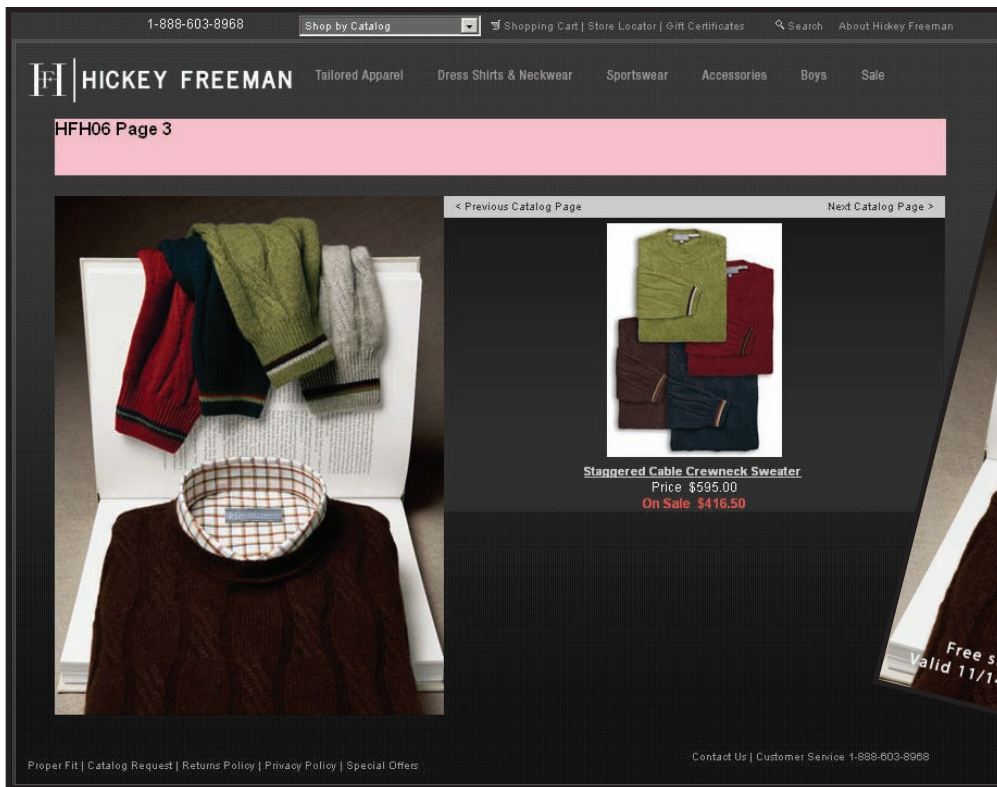


Figure 12: Website and Email Design Consistency Conveys Brand Identity

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Opt-In and List Management Ensures Relevant Communications

Each website features an email opt-in on the homepage. In addition, shoppers who register through the site are given the option to opt-in for email communications (Figure 13). Website and in-store opt-ins are stored in the UniteU shopper database. Subscriber lists can then be exported from the UniteU system and imported directly into ExactTarget's list management center. "Every week I do a custom shopper export and sort the information by several attributes like store and catalog preferences," explains Forken. Each preference has a specific code that allows Forken to quickly capture the subscribers needed for a particular communication. Preferences are mapped to profile attributes in Forken's ExactTarget account during the import process.

Figure 13: Email Opt-In, Homepage and Shopper Registration

Forken has also seen great success using special promotions to drive opt-ins and grow her lists. When asked to describe one of her most successful campaigns, she recalls: "We ran a win-a-wardrobe contest promotion in the *New York Times* directing people to register on the website. During the registration process, we were able to capture email addresses." The promotion ran for two months with a new ad every other week. Forken consistently saw 30-40 new subscribers each day an ad ran, and a modest amount on days between ads. During the end of November, she saw a drastic one-week spike in interest as nearly 1,000 people registered each day. By tying email opt-ins to an existing advertising campaign, Forken was able to grow her lists in a very cost-effective manner.

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Lofty Goals Drive Innovative Marketing Plans

Embracing the e-commerce expertise of UniteU and the email marketing capabilities of ExactTarget, Forken and her team remain optimistic about their ability to drive online sales in the future.

“Hickey Freeman now has access to frequency and purchase data—they can now focus on utilizing that information in their email program,” says Johnson.

Forken plans to continue sending special offer emails and holding contests like the successful win-a-wardrobe promotion. Though she is not currently sending an e-newsletter for any of the brands, she hinted that it could be on the horizon. Ramme and Wogoman add that integrated subscriber management between ExactTarget and the UniteU e-commerce solution is also a goal for the future. With an integrated subscriber center, clients would no longer need to export and import lists from UniteU to ExactTarget.

“We’ve helped UniteU grow their business, and in turn, they’ve helped ExactTarget grow its business—this is a great example of a relationship built on trust,” says Wogoman. Wogoman hopes that UniteU will continue to penetrate their existing client base with email marketing services. For clients with multiple stores or brands like Hickey Freeman, he would also like to see clients consider an ExactTarget Enterprise—a solution that would enable them to easily send on-behalf-of various stores or brands.



“The Hickey Freeman team is very savvy—they are interested in reaching specific marketing goals and expanding their business. Their well-known brand helped them grow, but they aren’t just riding on that,” says Ramme.

“Hickey Freeman proactively works to better reach their target audience and grow—and they are creatively using technology to accomplish those goals.”

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