A group of diverse women of various ethnicities and body types are shown from the waist up, wearing Skims underwear. They are standing in a row against a plain white background. The women are wearing different styles of Skims underwear, including high-waisted briefs and bikini sets in various colors like black, beige, and brown. The central woman is wearing a beige high-waisted brief. The text "SKIMS PATH TO UNLOCKING THE POWER OF EMAIL GROWTH" is overlaid in the center of the image.

**SKIMS** PATH TO UNLOCKING  
THE POWER OF EMAIL GROWTH

## AGENDA

1. INTRODUCTION
2. BUILDING CRM FROM SCRATCH
3. EMAIL BEST PRACTICES
4. SMS + PUSH MARKETING
5. CUSTOMER ENGAGEMENT & LOYALTY
6. CHALLENGES & LEARNINGS
7. FUTURE TRENDS



## INTRODUCTION



GRACE SEDAGHATPISHEH



**SKIMS**

***Handshake***



## BUILDING CRM FROM SCRATCH

1. CHANNEL OWNERSHIP
2. INVESTING IN CROSS-FUNCTIONAL RELATIONSHIPS
3. DATA DRIVEN ANALYSIS & STRATEGIES



## EMAIL MARKETING BEST PRACTICES

1. OPTIMIZING TEMPLATES
2. PERSONALIZATION
3. SEGMENTATION STRATEGY
4. A/B TESTING

## MOST WANTED THE WINTER SALE

The clean slate your closet is craving. Shop major markdowns on our most-wanted styles while they last!

**SHOP MOST WANTED**



**SHOP SALE**

## SMS & PUSH MARKETING

### SMS

- +50% SUBSCRIBER GROWTH IN 2024
- 2-3 CAMPAIGNS / WEEK
- A/B TESTED LINKING, TIMING, COPY

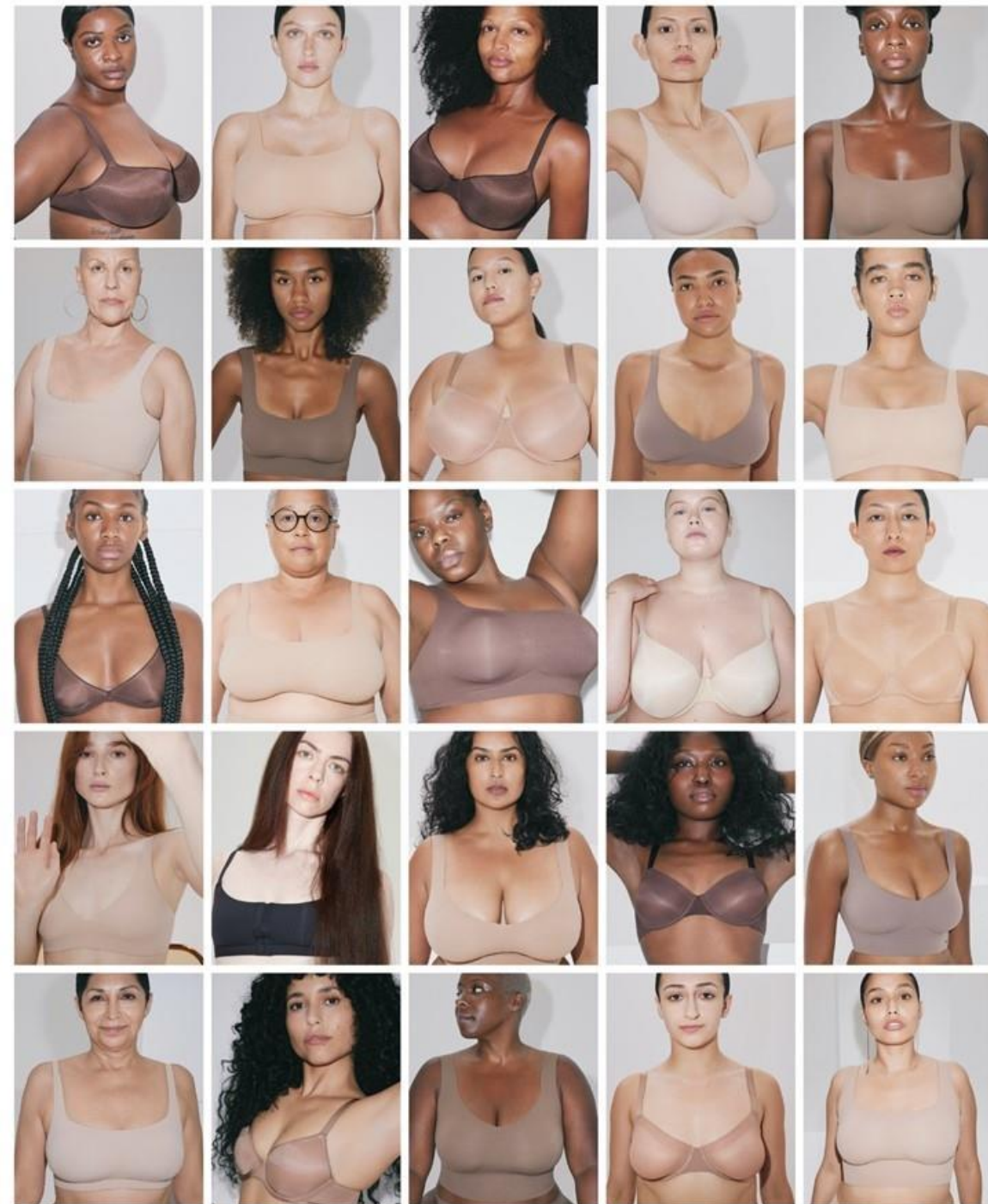
### PUSH

- LAUNCHED IN MARCH 2024 W/ APP AND LOYALTY
- TOP PERFORMING CHANNEL
- 2-3 CAMPAIGNS / WEEK



## DRIVING CUSTOMER ENGAGEMENT & LOYALTY

- LAUNCHED LOYALTY PROGRAM IN 2024
  - ONYX & MARBLE TIERS
  - FREE SHIPPING, FREE RETURNS, EARLY ACCESS, EXCLUSIVE DROPS & PROMOTIONS, & MORE!
- CUSTOMER CENTRIC APPROACH
  - CONTINUE TO INVEST IN THOSE THAT ARE OUR VIPS



## CHALLENGES & LEARNINGS

### 1. QUICK TURNAROUND TIMES

- EVERGREEN & PERSONALIZED EMAILS

### 2. DRIVING STRATEGY

- SUPPORT RECOMMENDATIONS WITH DATA & REVENUE IMPACT

### 3. CONTINUOUS EXPERIMENTATION

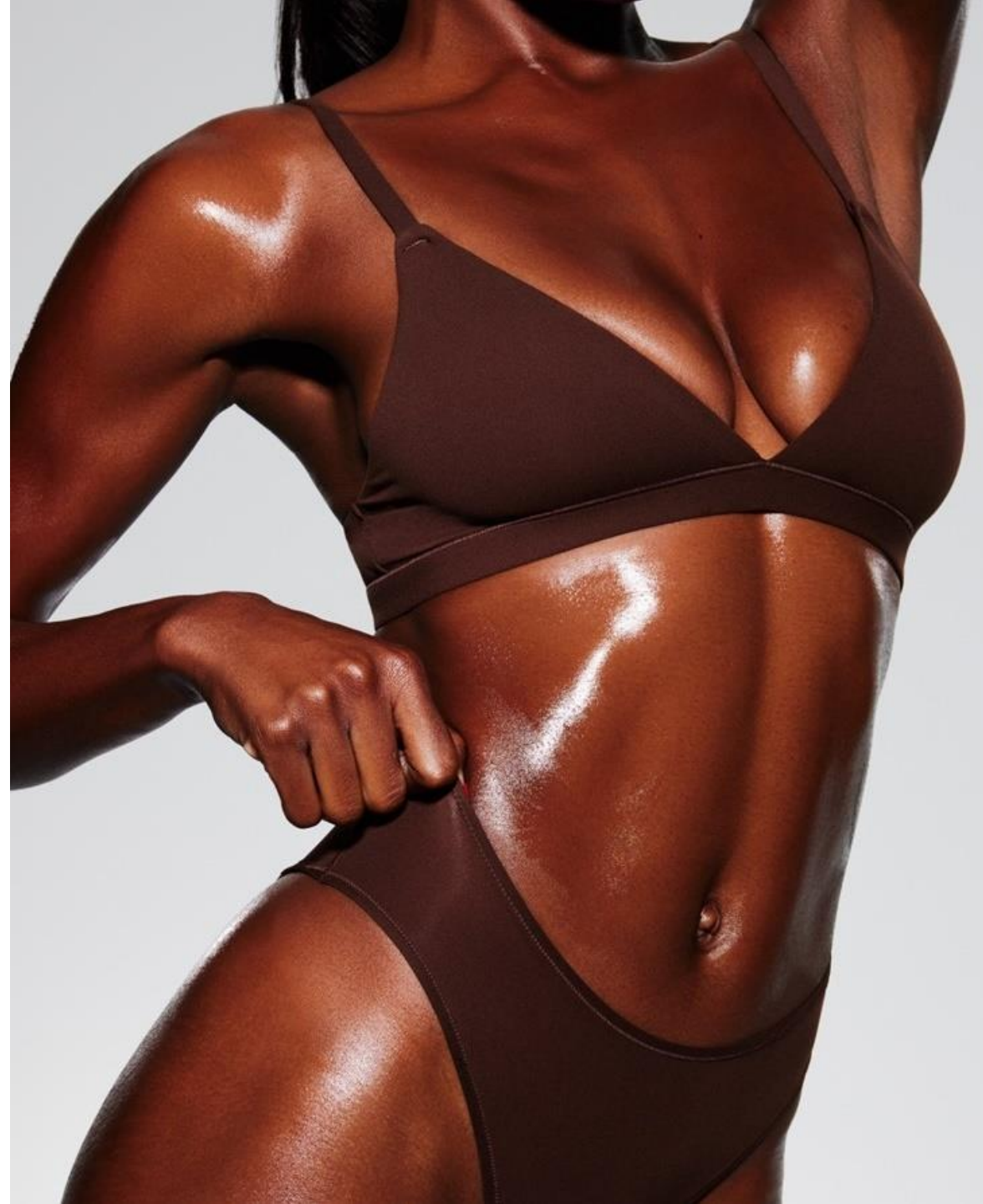
- DON'T BE AFRAID TO EXPERIMENT AND FAIL.
- TRY TESTING ON SMALLER AUDIENCES!





## FUTURE TRENDS

1. OMNI-CHANNEL MARKETING
2. PERSONALIZATION
3. ARTIFICIAL INTELLIGENCE



A group of models of various skin tones are shown from the waist up, wearing Skims underwear. The models are arranged in a line, with some facing forward and others in profile. The underwear consists of a matching bralette and high-waisted briefs. The colors range from light beige to dark brown. The background is a plain, light-colored wall. The text "THANK YOU!" is overlaid in the center of the image in a white, bold, sans-serif font.

THANK YOU!

SKIMS