



BACKGROUND

Matador sells men's sports apparel. The unique thing about this brand is the founder's charismatic personality, which is often used in marketing materials. We wanted to capture his personality and create one-to-one relationships with all his customers.

Matador had a lot of stagnant customers that purchased an item months ago and never came back for more. They wanted to re-engage these customers and develop relationships with them, as well as reward loyal customers with a personalized video.

BUSINESS NEEDS

Because we wanted to highlight the founder's personality & developer real relationships with customers, Matador required

- An automated scalable solution to connect with customers in a human way, making them feel valued and special
- A way to re-ignite stagnant customers who haven't returned for a second purchase, and build a sense of loyalty
- A way to reward loyal customers who have ordered multiple times, and let them know we are grateful for their business
- A way to update their entire customer base about upcoming products

BENEFITS

Leveraging BHuman, Matador was able to automate their prospect outreach:

- Produce personalized videos which built real relationships with customers
- Personalize the video with the prospect's name and number of orders
- Introduce the Matador's upcoming new line of products
- Drive new sales
- Build loyalty

RESULTS

Open rate went from 28% to 62%

Click through went from 2% to 27%

Dozens of enthusiastic customer replies

CUSTOMER COMMENTS

Thank you for the video - that was fun to watch! I love my Meggings and thinking about adding shorts to my workout drawer soon.

First Time Customer

Afternoon Valentine! I'm not going to lie, didn't expect to hear actual personalization. That must have taken you a lot of time to address everyone you wanted to. Thank you!

Repeat Customer