Lively

LIVELY

Lively turns unknown customers into their biggest fans without discounts or sales

Michelle Cordeiro Grant started Lively in 2015 with the goal of inspiring women to be passionate, purposeful, and confident in the way that they live. And they've been extremely successful at doing so since the very beginning.

Within 48 hours of launching their online store, the intimates brand already had 75 ambassadors, 133,000 email addresses, and 300,000 global sessions.

Challenge

After an incredibly successful series of pop-ups around America, Lively decided to create a permanent retail presence in New York City. But making the store profitable in a high-rent neighbourhood wasn't easy.

Lively was already a mature brand with a successful online sales funnel that relied heavily on turning first time customers into lifelong brand advocates.

But that strategy didn't work in a retail environment where 50% of retail foot traffic was new traffic, often from out of town, that had never heard of the brand.

Lively needed a way to turn potential once-off retail customers into lifelong brand advocates without developing an entirely new retail sales funnel and at the same time create a space that would continue to foster valuable relationships with existing online customers.

"For most D-to-C native entrepreneurs doing retail for the first time is like starting your company all over again."

— **Michelle Cordeiro Grant,** CEO, Lively

Solution

By creating a unified commerce experience with Shopify and Shopify POS, Lively was able to capture contact information at point of sale and use the power of Shopify's app ecosystem to put retail customers into the same highly effective email sales funnel they used for their online store.

Now Lively customers have an equal repeat-purchase rate regardless of whether their point of first contact was online, at a pop-up, or at Lively's NYC retail location.

They then created a program that allowed existing shoppers to visit their retail location for a pre-planned bra fitting, driving tremendous results for both cart value and brand affinity. More importantly, it gives the brand the opportunity to develop deeper, more personal relationships that extend beyond online interactions.

Results

In-store fit sessions booked online result in 60% - 80% increase in retail order size, accounting for 30% of all retail revenue.