

Fanatics sees 470% increase in yearly ancillary revenue generated by Rokt

E-commerce is booming and changing the way people connect and transact. As the retail market evolves, brands need a competitive edge that delivers more revenue while protecting the customer experience.



THE CHALLENGE

Fanatics, the global leader in licensed sports merchandise, operates e-commerce businesses for all major professional sports leagues, major media brands, and more. In an on-demand world, Fanatics provides multi channel commerce for the world's biggest sports brands so fans can buy their favorite sports teams' merchandise either online, over the phone, in stores, or at sports venues.

Fanatics' confirmation page had credit card sign-ups, magazine subscription offers, and partnership deals on the page, which created a static, disjointed user experience and adversely impacted revenue flow.

As a high-performance, global e-commerce business driven to delight sports fans, Fanatics needed a solution that:

- ✓ 1. Would not compromise on a great user experience
- ✓ 2. Delivers a strong, predictable revenue stream given the high-seasonality of the business
- ✓ 3. Provides peace of mind knowing that no heavy-lifting is needed from their internal tech and business team to build and manage a marketplace

The solution

Fanatics chose Rokt Commerce to drive 100% of incremental revenue on their confirmation pages. After a customer hits 'Buy' on Fanatics' site, they see relevant offers from premium third-party brands. Behind the scenes, a combination of trust and control went into making this partnership successful:

Trust

Since day one, Rokt has worked closely with Fanatics in doing the heavy lifting, creating and optimizing on-brand experiences. Fanatics can check Rokt's platform anytime to see real-time performance and revenue generated to make business decisions accordingly. Given Rokt's deep Marketplace that reliably scales with the seasonality of Fanatics' business (70% of purchases are made in Q4), Fanatics can predict revenue from Rokt to build into business forecasts. Meanwhile, Fanatics' internal engineering and business teams can focus on other priorities while benefiting from significant revenue generated by their confirmation page.

Control

Rokt streamlined various offers on Fanatics' confirmation page into a smart, personalized dynamic progression. Given the focus on a great brand experience, Rokt works closely with Fanatics to grant them total control over all of the brands that their customers see.

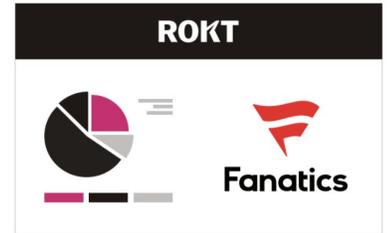
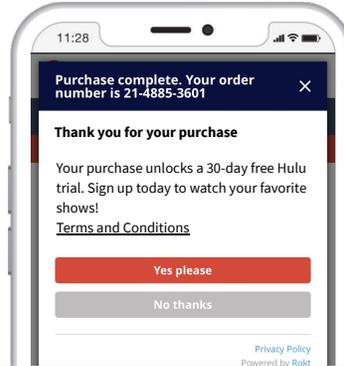
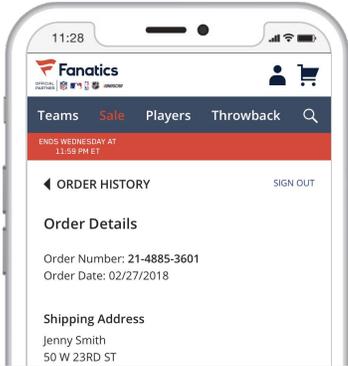
We've seen great outcomes from monetizing the confirmation page through **Rokt.**

Head of Advertising Operations, Fanatics



THE USER JOURNEY

- 01** A customer makes a purchase on Fanatics
- 02** They view a relevant, personalized 3rd party offer and opt in
- 03** Fanatics can track performance as well as control user engagement in real-time



KEY RESULTS

65%

Of customers engage with the Rokt-optimized confirmation page.

470%

Increase in annual revenue generated by Rokt.

500+

Fanatics confirmation pages globally are personalized by Rokt.



NEXT STEPS

Rokt continues to expand across the Fanatics network, including international launches and their global sports portfolio. This opportunity will introduce Rokt's personalized experiences to more fans of the world's most popular sports and enable Fanatics to drive additional incremental revenue.

As a testament to Rokt's long-term partnership with Fanatics, Rokt joined Fanatics' 'ALL IN Challenge' as an Official Sponsor in April 2020. As part of the mission to raise \$100m for Coronavirus relief efforts, Rokt's technology was quickly leveraged to drive internal and external customers to the 'ALL IN' homepage via the Rokt Marketplace. Rokt has continuously proven its technology is highly valuable and Fanatics is exploring additional Commerce features and potential pages within the transaction.

The greatest value lies in the effectiveness of Rokt's platform. For us, it's almost a set it and forget it product -- once it's up and running we can get huge benefit without having to actively manage it ourselves.

Head of Advertising Operations, Fanatics

GET STARTED TODAY

Rokt makes e-commerce smarter, faster and better. Want to learn how Rokt can unlock a new source of ancillary revenue? Reach out to solutions@rokt.com.