



GameStop Uses Segmentation, Message Center & Mobile Wallet To Create United Customer Experience

GameStop Objectives

- Grow sales by having a dedicated mobile experience
- Create an integrated experience via an omni-channel approach
- Use segmentation to serve up targeted content to users

If you're a gamer, you know GameStop is the place to go to grab anything and everything you need, new and pre-owned. GameStop Corp., a global family of retail brands that makes your favorite technologies affordable and simple, has more than 7,500 video game, collectibles, consumer electronics and wireless services retailer stores throughout the United States, Canada, Australia, New Zealand and Europe.

GAMESTOP'S POWERUP REWARDS APP

GameStop created the GameStop App to reach customers on the platform they use most – mobile. Their goal was to increase sales and keep their audience up to date with the latest gaming information and upcoming releases.

The app allows users to keep track of game releases, codes, coupons and pre-orders. It also makes it easy to browse and purchase items from their mobile device – and view their PowerUp Rewards loyalty program balance and active offers.

TAKING A MULTICHANNEL MARKETING APPROACH

Employing a multichannel marketing approach is a key strategy for GameStop. The app uses push notifications, and a message center and mobile wallet items to



GameStop uses its message center as a place to share the latest releases as well as promotions. With message center, GameStop can reach its entire app audience, opted in or not.

RESULTS

↑ 8x

GameStop's message center content generates nearly 8X the read rate compared to direct taps/swipes on a push notification.

↑ 90%

Retention rate for the PowerUp Rewards Card. More than 582k have added a GameStop mobile wallet pass.

communicate with users. The app offers users the chance to pick and choose what sorts of notifications they would like to receive, such as promotions, PowerUp rewards, and GameStop account activity. GameStop uses this information along with custom lists, cut from its business system of record, to send highly personalized, targeted mobile messages.

PUSH NOTIFICATIONS & IN-APP MESSAGE CENTER

For example, GameStop sent a promotional offer via push notifications as well as its in-app message center for a “Buy 2 pre-owned products, get 1 free” offer, delivered to its list of “Top Scoring Pro Members” (their most loyal members who had met a reward point threshold).

The message center content is visually compelling (the GameStop team develops custom HTML pages) and is persistent, so users can read it and refer back to it at any time. Messages in the message center can even be expired, so the team can remove inactive/expired offers for an optimal user experience. Push notifications are a great channel to signal new information and entice the user to open the app.

By using the message center, GameStop is able to broaden its reach to its entire app audience, rather than

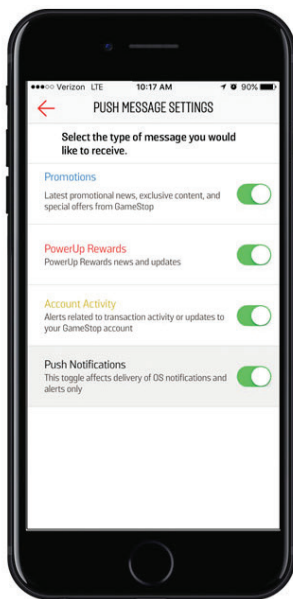
just those opted in to receive push notifications. In fact, message center content generates nearly 8x the read rate compared to direct taps/swipes on a push notification.

ADDING MOBILE WALLET LOYALTY CARDS & MOBILE WALLET COUPONS TO THE MIX

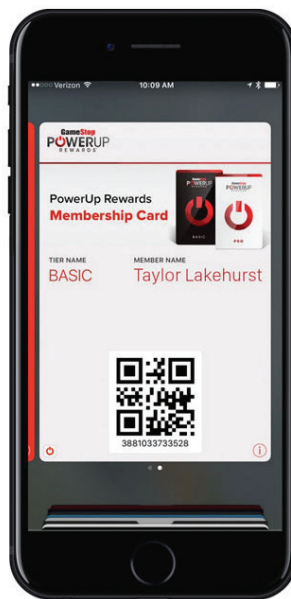
GameStop also provides a mobile wallet loyalty card as well as mobile wallet coupons for easy access when shopping online or in store. App users can visit this section of the app and add coupons to their active offers within their mobile wallet.

So far, more than 339k users have downloaded their mobile wallet loyalty card, with a consistently high 90%+ retention rate month-over-month. Additionally, more than 224k users have downloaded a mobile wallet coupon. Additionally, both its mobile loyalty card and coupon are being shared with friends and family, helping to extend new customer reach and mobile engagement.

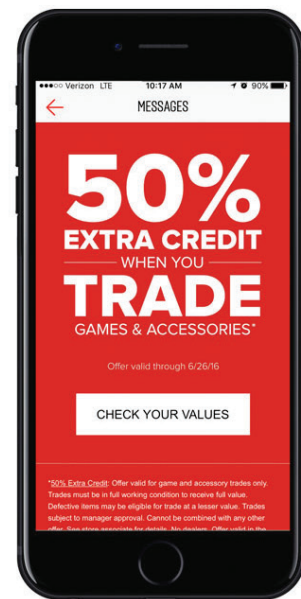
“GameStop’s PowerUp Rewards™ loyalty program is one of the fastest growing loyalty programs in retail and we continue to make enhancements so rewards can be issued monthly and customized to each customer’s preferences,” said Darin Smith, senior director of GameStop’s PowerUp Rewards program. “Mobile wallets



GameStop allows users to select the types of messages they'd like to receive, including push notifications.



GameStop provides a mobile wallet loyalty card as well as mobile coupons for easy access when shopping.



An example of promotional message center content a user might receive.

“By using our business system of record to create lists and Urban Airship’s mobile messaging capabilities, we can deliver a customized experience for our users to give them content related to what they care most about.”

Bill Graham,
Director of Multichannel Operations at GameStop

give us another highly visible and convenient way to reach more customers with the personalized benefits of our exclusive loyalty program.”

STRONG RETURNS ON GAMESTOP’S MOBILE INVESTMENTS

GameStop has seen their mobile traffic and revenue grow over the last year. They attribute much of their success to better engaging their most loyal customers on mobile.

“We don’t see our business in terms of channels, and we work hard to focus on the user to fulfill their needs regardless of where, and in what context they choose to

interact with us. Our aim is to connect and unify these different touch points to drive engagement, loyalty, and ultimately purchases regardless of channel,” said Bill Graham, director of multichannel operations at GameStop. “By using our business system of record to create lists and Urban Airship’s mobile messaging capabilities, we can deliver a customized experience for our users to give them content related to what they care most about.”

The retailer recently added Custom Events to better understand users’ mobile app browsing behavior. In the future, GameStop plans to use this insight to further strengthen campaign efforts and its app.