



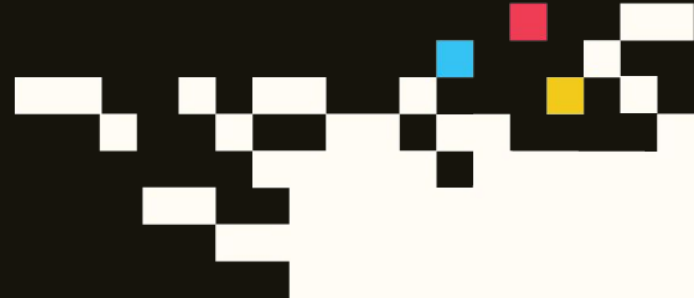
ActivateSummit

From Channel Chaos To Customer-Centric
How AI Powers A True Omni-Channel Experience



**Adrian
Rohr**

 **FABLETICS**





 **FABLETICS**

 **FABLETICS**
SCRUBS

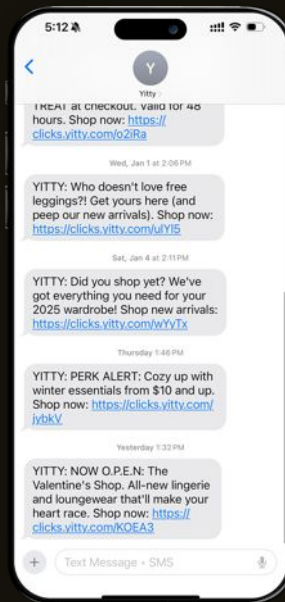
yitty

An Omni-Channel Powerhouse: Our Current Toolkit

Email



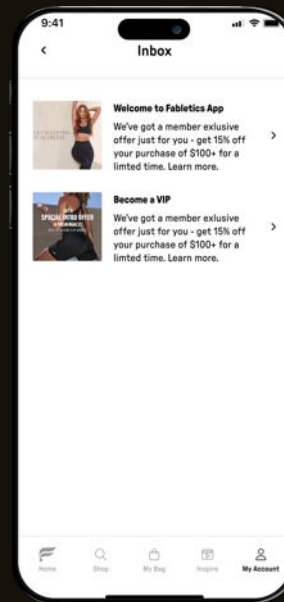
SMS/MMS



App Push



In-App



Yes, We Are Big & Growing: 2024 Numbers



3.6B

Emails



160M

SMS/MMS



130M

App Push



12K

Campaigns



Big Idea 1: Start With The Right Foundation

Centralizing all channels in a single platform is the first step toward true omni-channel execution.

Mobile-First Channels Outperform Email

CTR % vs. Email (FY2024)



7.5x

SMS/MMS

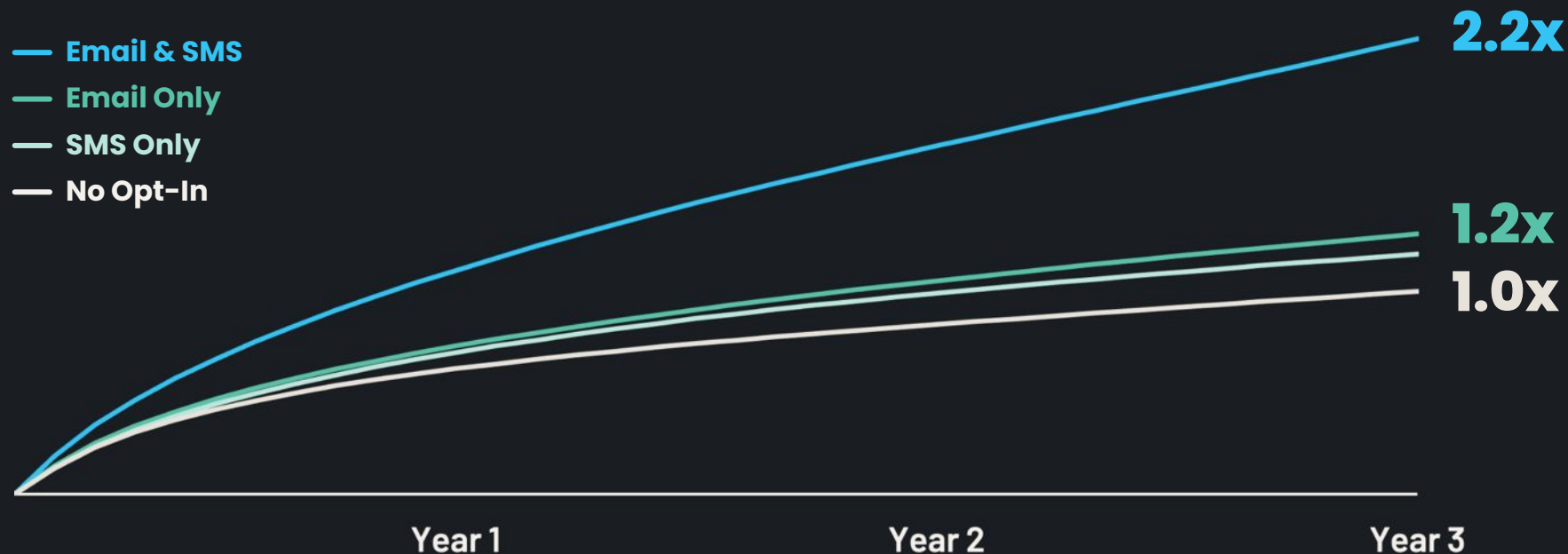


1.3x

App Push

Omni-Channel Customers Are More Valuable

36-Months LTV (vs. Single-Channel)



The Hidden Costs Of Channel Growth



**OPERATIONAL
EFFICIENCIES**

Disconnected Tools



**MARKETING
STRATEGY**

Siloed Channel Management



**SUCCESS
MEASUREMENT**

Channel Cannibalization



**CUSTOMER
EXPERIENCE**

Batch & Blast Messaging



Big Idea 2: Flip the Script – Message First, Channel Second

**Prioritize messages over channels
for seamless, customer-centric
communication.**



We started by building each channel independently

Most campaigns were batch & blast, with limited coordination

From Channel To Message-First

Cross / Multi-Channel-First









vs.

Omnichannel-First
Message-First



Old Way: Channels Dictated The Calendar

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
 E-Mail 9 AM  Push 4 PM		 E-Mail 9 AM		 SMS 9 AM  E-Mail 4 PM	 E-Mail 9 AM

► **Channel & Calendar Drive the Message**

New Way: The Message Leads

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY



**Messaging
Assets Launch**



**Messaging Assets
Follow Up I**



**Messaging Assets
Follow Up II**



**Messaging
Assets End**



Data & Algo-Driven Distribution

➤ **Channel Optimization**

➤ **Frequency Optimization**

➤ **Send Time Optimization**

➤ **Dynamic Messaging Based on Segment**

Real Example: Channel Optimization

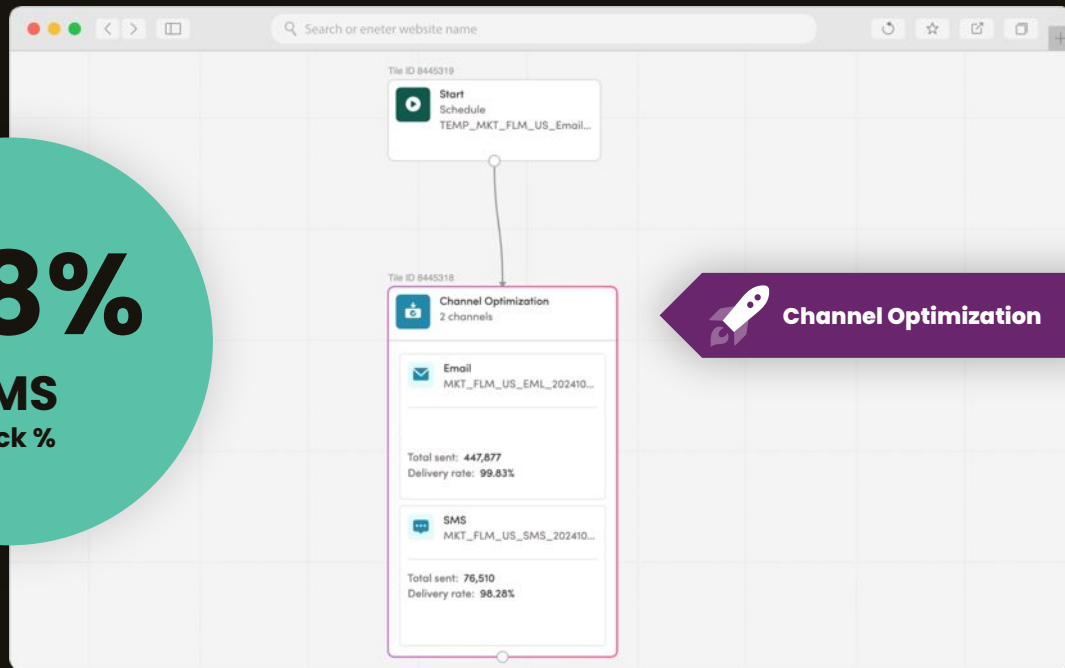
AI in Action: Smarter Channel Distribution

<1%

Email
Click %

9.8%

SMS
Click %



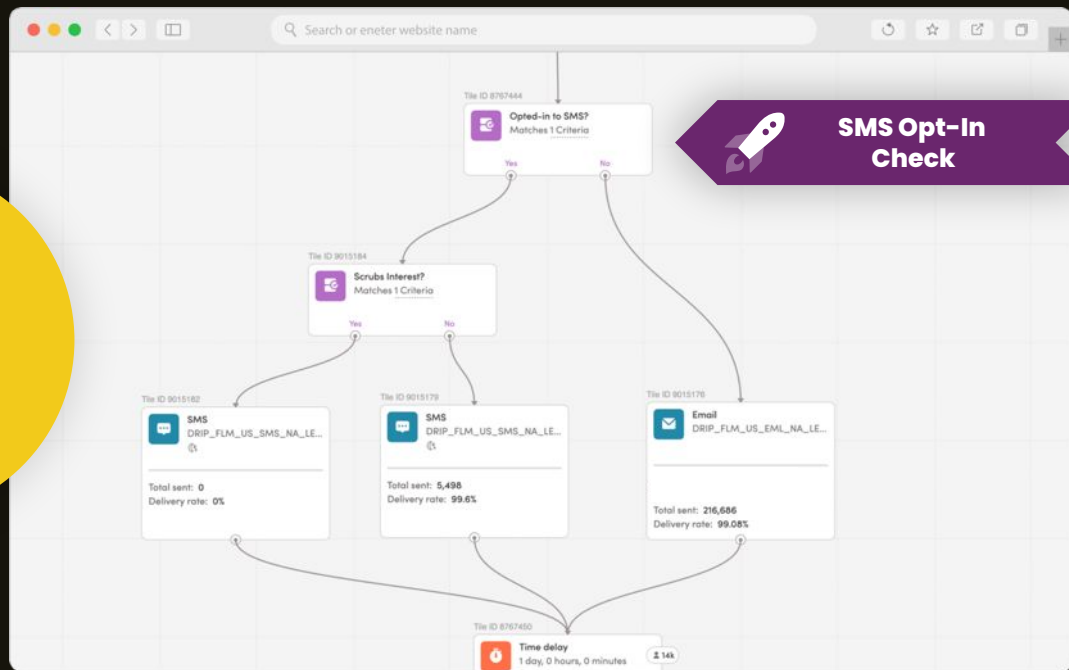
Real Example: Journey Integration

Journeys Default to SMS Channel When Available

SMS vs. Email

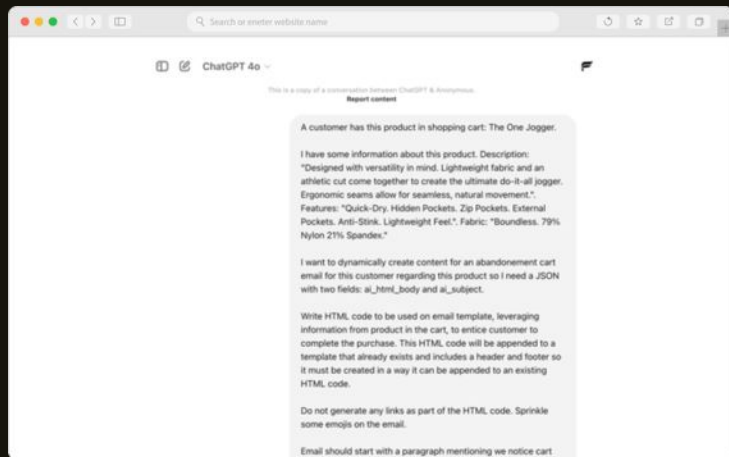
10x
Click %

3x
Order %

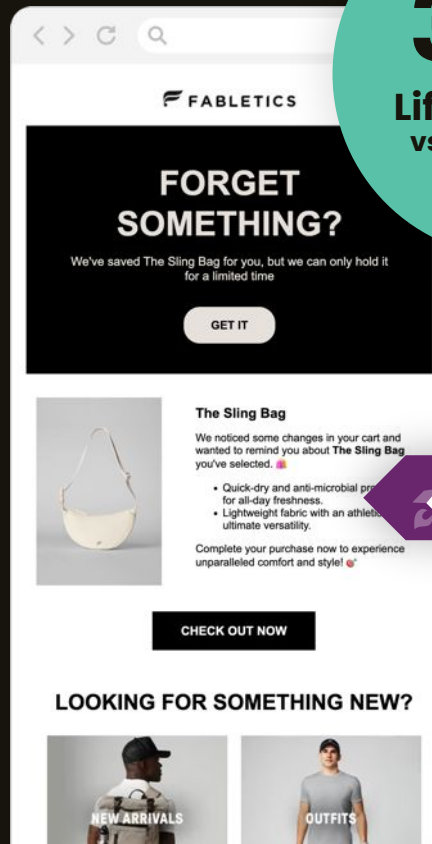


Real Example: Gen AI Copy

Smarter Copy = Better Engagement



Enhanced
Payload

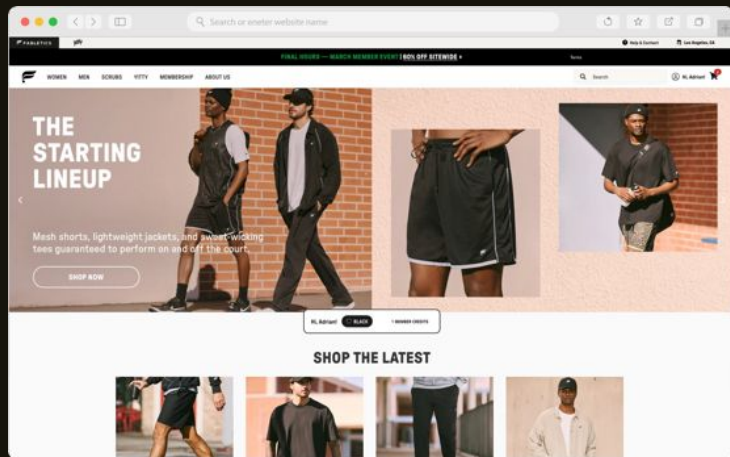


38%

Lift in Click %
vs. non-ai copy

AI Copy

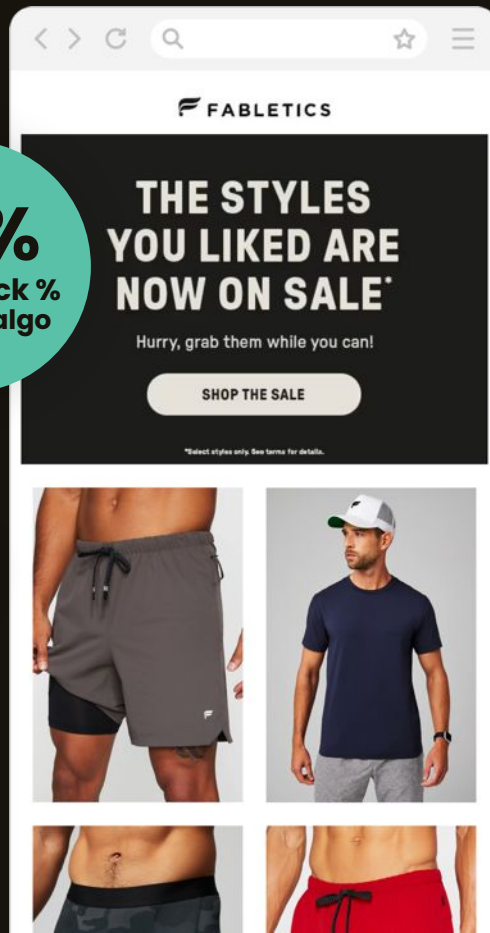
Omnichannel Goes Beyond CRM



23%
Lift in Click %
vs. non-algo



**Same Product
Recs As On Site**



US Fabletics Men VIP Segment, YTD 2025 through 3/24.



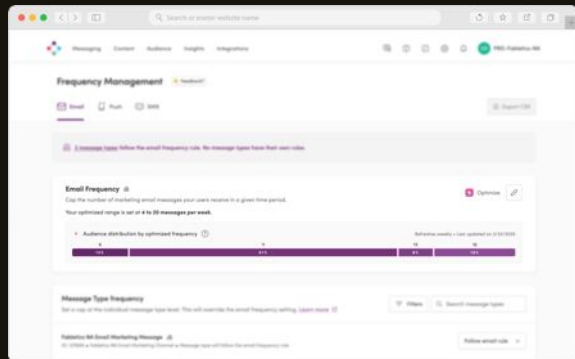
Big Idea 3: Test, Learn, Trust the Process

We're embracing AI — but we're learning as we go. We test, measure impact, and build trust step-by-step.

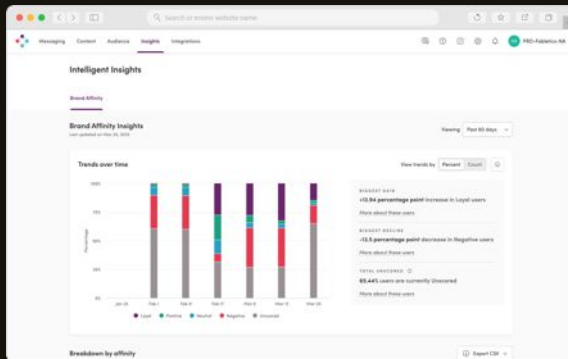
The Journey Continues

We Are Currently Exploring & We Are Just Getting Started

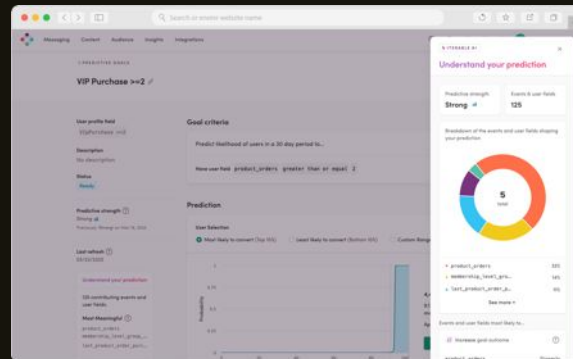
Frequency Management



Message Affinity



Predictive Goals



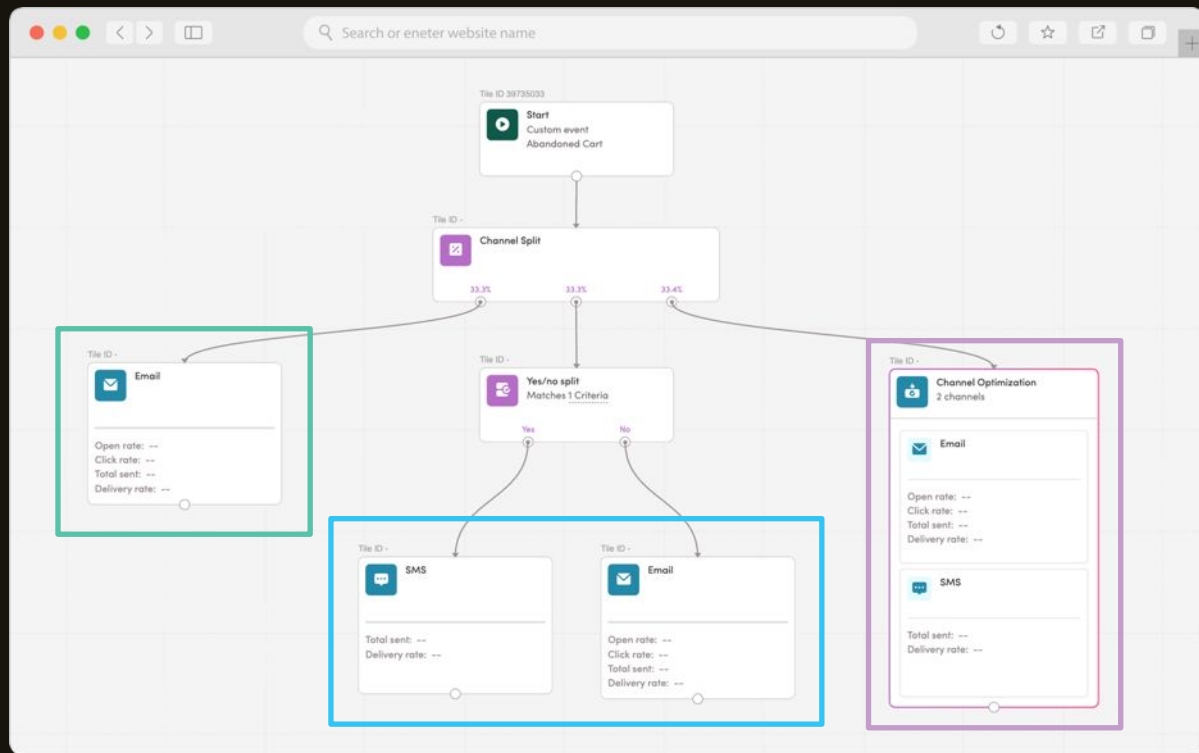


We Test, Measure Impact, And Build Trust

TRADITIONAL
Email only

MOBILE PREFERRED
SMS then email

AI OPTIMIZED
Channel
optimization





1

Centralize your channels to unlock
omni-channel scale



2

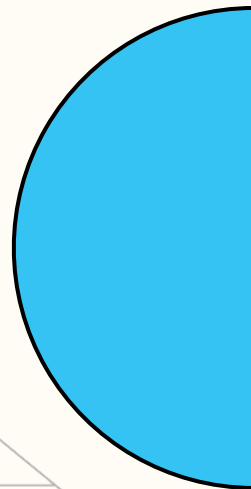
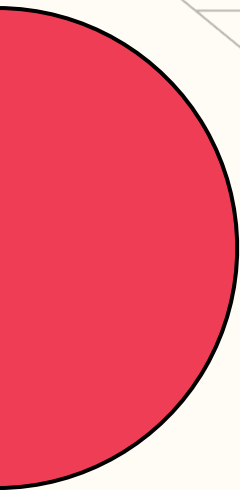
Prioritize the message, not the channel



3

Build trust step-by-step by testing,
iterating, and learning

Q&A



WE'D LOVE YOUR FEEDBACK

Here's how to fill out the session survey:

1. Download/Open the Activate app
2. Toggle to the **Agenda** tab
3. Tap on this session
4. Scroll to **Engagement** and tap **Survey**

BONUS

Complete the survey to earn points you can redeem for prizes at **The Market @ Activate!**



**RECORDING WILL BE
AVAILABLE ON APRIL 10TH!**