ActivateSummit

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

> Adrian Rohr

FABLETICS



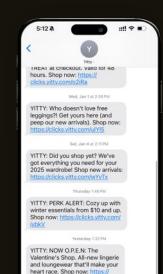


An Omni-Channel Powerhouse: Our Current Toolkit

Email



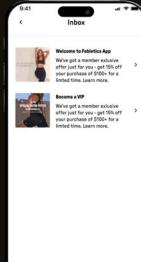
SMS/MMS



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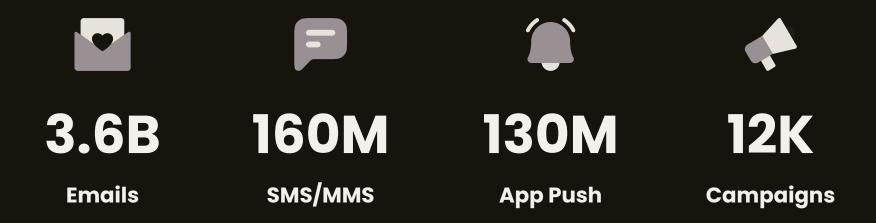


In-App





Yes, We Are Big & Growing: 2024 Numbers





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**

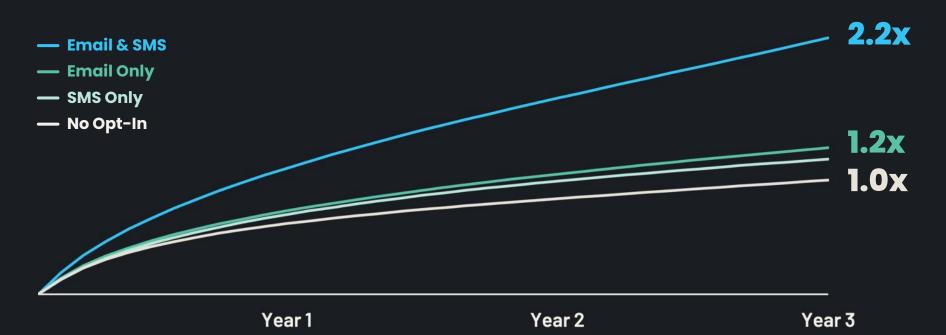
CTR % vs. Email (FY2024)



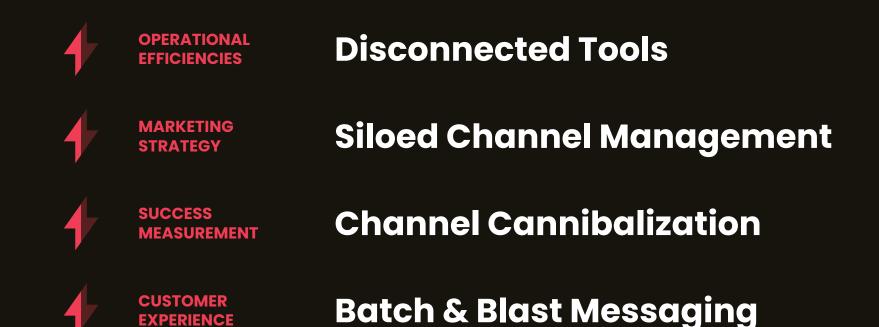
US Fabletics VIPs, Marketing Sends Only, FY2024, CTR = Clicks / Sends.

Omni-Channel Customers Are More Valuable

36-Months LTV (vs. Single-Channel)



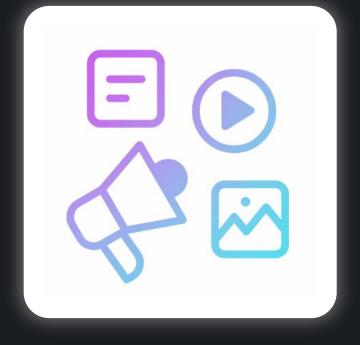
The Hidden Costs Of Channel Growth





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

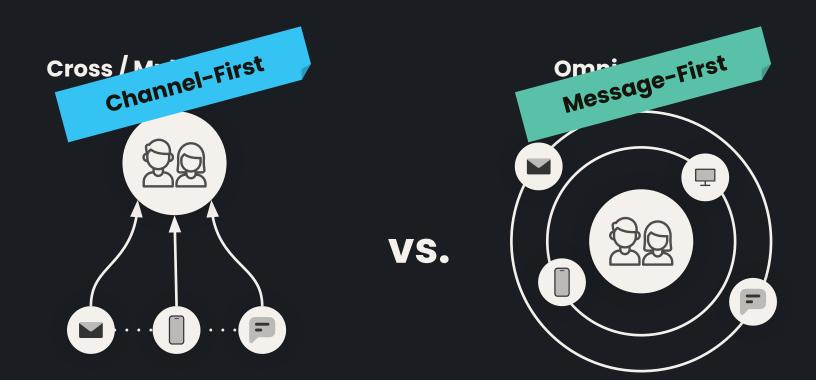
Prioritize messages over channels for seamless, customer-centric communication.



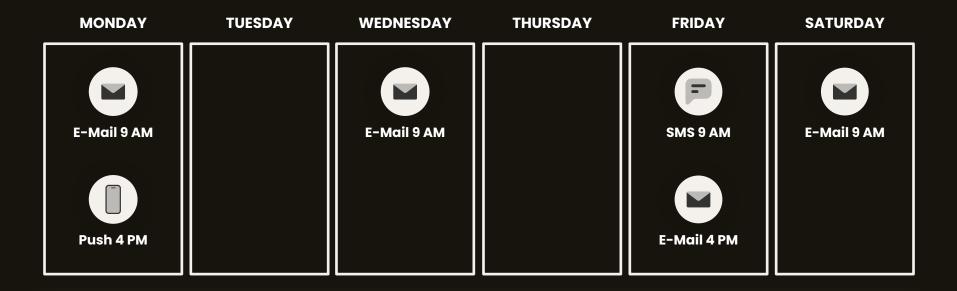
We started by building each channel independently

Most campaigns were batch & blast, with limited coordination

From Channel To Message-First

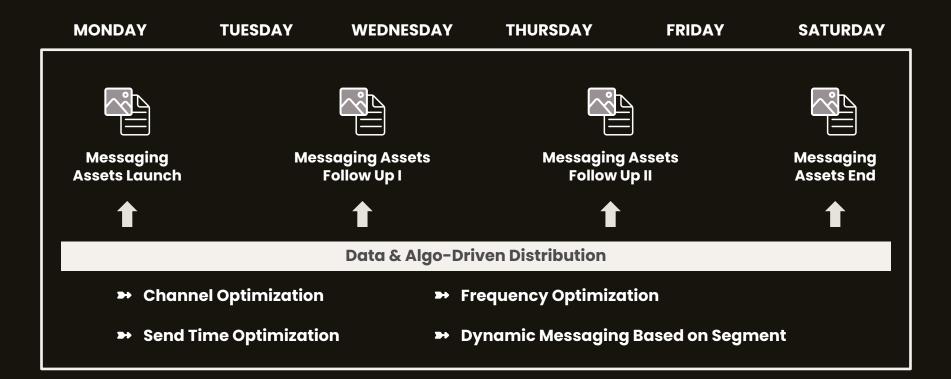


Old Way: Channels Dictated The Calendar



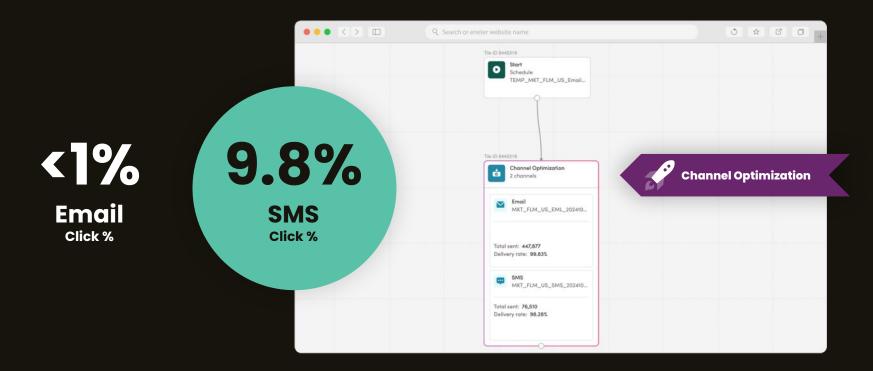
Channel & Calendar Drive the Message

New Way: The Message Leads



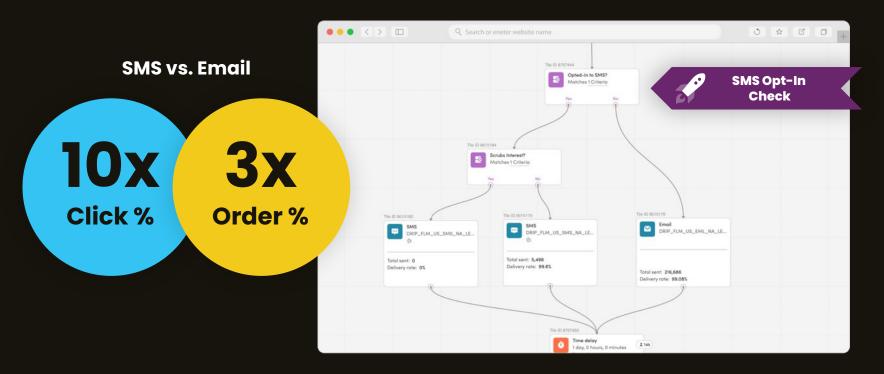
Real Example: Channel Optimization

Al in Action: Smarter Channel Distribution



Real Example: Journey Integration

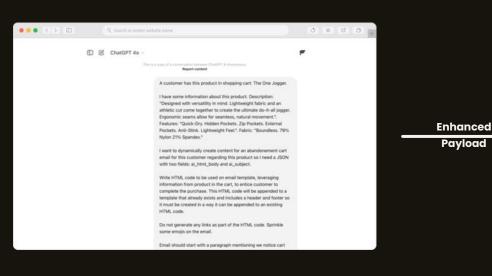
Journeys Default to SMS Channel When Available



US Fabletics Men Lead Segment, Data Since 06/2024 - 03/24/2025.

Real Example: Gen AI Copy

Smarter Copy = Better Engagement



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<image/> <image/>		GET IT
<image/>	1	We noticed some changes in your cart and wanted to remind you about The Sling Bag
CHECK OUT NOW	6	Cuick-dry and anti-microbial professional dependence of the second
LOOKING FOR SOMETHING NEW?		Complete your purchase now to experience unparalleled comfort and style! e*
		CHECK OUT NOW
	LOOKING	FOR SOMETHING NEW?

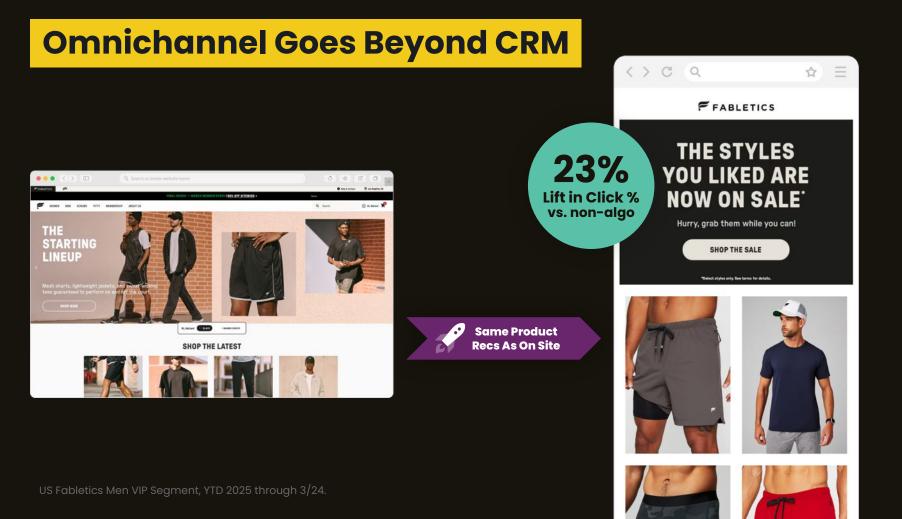
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FABLETICS

38%

Lift in Click % vs. non-ai copy

US Fabletics Women VIP Segment, YTD 2025 through 03/24.





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

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Affinity

Predictive Goals

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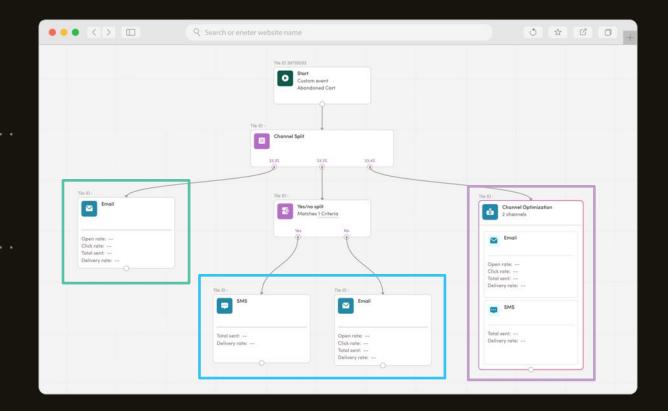
We Test, Measure Impact, And Build Trust

Open rate: Click rate: Tatal sent:			Email
Delivery rate:			
	SMS	Email	C SMS

TRADITIONAL Email only

MOBILE PREFERRED SMS then email

AI OPTIMIZED Channel optimization





Centralize your channels to unlock omni-channel scale



Prioritize the message, not the channel



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



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!