

How a Happy Birthday Helped NASCAR Increase Revenue by 308%



Born from the popularity of stock car racing in the 1940s, **NASCAR** is the sanctioning body for the United States' number one form of motorsports and owner of 16 of the nation's premier motorsport facilities. Today, **NASCAR** consists of national, regional and esports series and sanctions more than 1,200 races all over the world.

NASCAR uses personalized email promotions in triggered messages to engage customers and drive revenue. While the team was already seeing great results from sending timely and personalized offers, they thought adding a bit of fun and interactivity to their messages could increase engagement and make a big impact on the bottom line.

Who doesn't love a birthday gift?

That was a rhetorical question; everyone loves a birthday gift. Compared with the average marketing email, birthday messages boast 179% more unique clickthrough rates and 342% more revenue. NASCAR knew this, and had already been sending birthday emails to their customer database. The birthday emails contained a static image with a special discount, encouraging fans to celebrate themselves with a gift from the NASCAR Shop. Using the Liveclicker platform, NASCAR took its messaging above and beyond, turning a simple discount into a birthday surprise.

Regular promotion vs. peel-to-reveal

NASCAR aimed to increase click throughs and conversions on their birthday promotions. While they were already delivering a compelling offer, they wanted to see if adding interactivity to their campaigns would maximize results. Liveclicker enabled the marketing team to take a general promotion and turn it into a true birthday surprise. Using the Liveclicker platform, NASCAR tested a static image against a "peel to reveal" mystery offer. Both emails offered discounts, incentivizing customers to click through to the shop. However, the click-to-reveal email transformed the passive promotion into a tactile, engaging experience, evoking the feeling of unwrapping a gift on their special day while driving more traffic back to NASCAR's website.

Surprise discount, unsurprising results

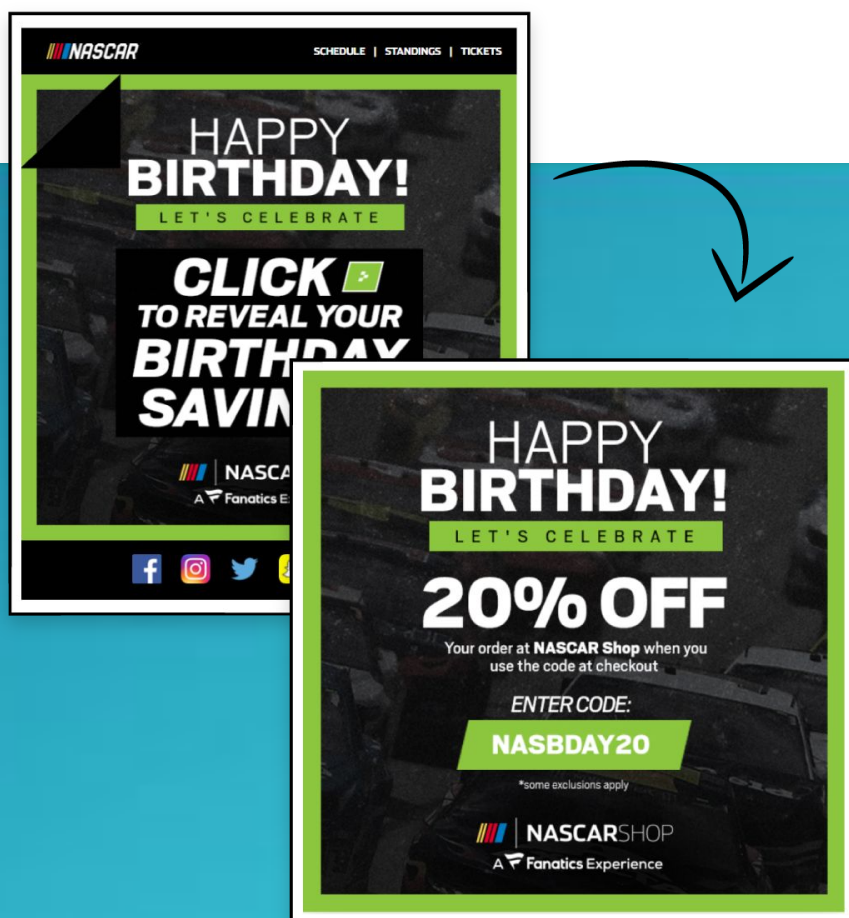
Using Liveclicker's A/B testing functionality, NASCAR was easily able to track the efficacy of the mystery offer vs. their standard birthday promotions. The results exceeded expectations. Compared to the default campaign that promoted equivalent offers, the click-to-reveal campaigns on average saw a 19.20% increase in CTR from April-July 2020 and a 2.9% increase in clicks.

Year over year, NASCAR saw a 94% increase in conversions and a 308% increase in revenue after implementing Liveclicker into their birthday campaigns. They also achieved a 161% increase in site visits and 406% in orders during the same period.

94% increase in conversions

308% increase in revenue

161% increase in site visits and
406% in orders YOY



“

Simply put: Liveclicker is powerful and easy to use. Our emails are exponentially more engaging with Liveclicker's real-time and personalization capabilities.

— Donald Baal
Senior Director,
Digital Marketing,
NASCAR



Contact us: sales@liveclicker.com