

# Steve Madden keeps shoppers coming back for more with predictive retail intelligence at their fingertips

## Pounding the pavement

Uncompromising style for every individual shopper

Since 1990, Steve Madden has designed footwear with uncompromising style — making shoppers look their best from the catwalk to the sidewalk. Their values of comfort, accessibility, and design carry their brand identity from the marketing team, straight to the shopper.

But most importantly, Steve Madden is all about maximizing each shopper's individuality. Whether their shoppers are relaxing around the house, headed for a night out, or commuting to work, there's something for every person and every moment — all with the same signature trend-setting style and authenticity.

To really celebrate that individuality, Steve Madden wanted to design a marketing strategy to reach every single shopper with the styles they'll love so they can create their own signature styles for each of life's moments, again and again.

## Putting yourself in someone else's shoes

Matching the right shopper to their perfect product

To be a good retail marketer, you need to know it all ... and then some. Retail is an industry unlike any other, where successful marketing strategies combine complex, unique, and diverse product catalogs with all the various preferences and behaviors that humans bring to the equation.

So really, it's not enough to know your brand inside out anymore — you also need to know your millions of shoppers inside out. Anything from your shoppers' category preferences, color preferences, browsing, searching, viewing, and purchase history, location, age — the list goes on and on.

Steve Madden has a product catalog of over 2000 products, so matching every shopper with the product they're going to want is no small challenge. The marketing team wanted a solution to quickly and easily make sense of all that retail data — and perfectly match product and shopper.

“Bluecore helps Steve Madden deliver truly unique customer experiences — delivering 1:1 recommendations for our ever-growing product assortment. The predictive intelligence ensures that Steve Madden is helping customers find great products that are as unique as they are.”

**Hannah Sinclair**  
Director of Retention Marketing | Steve Madden



## The marketer and the machine

Putting predictive models at retail marketers' fingertips

The question becomes, how can marketers use technology to find that 1:1 match between products and shoppers — and trust those results to hand each shopper exactly what they're going to want out of a product catalog with so many distinct attributes? And, how do marketers match the speed of each modern shopper, who can be shopping any place, any way, at any time?

It all starts with predictive retail intelligence.

Bluecore's predictive models take all of a shopper's data, behaviors, and signals — along with everything they love about your products — to answer questions like: Where is my shopper most likely to purchase a product across channels? Does this shopper need a discount to convert, or not? When is this shopper most likely to engage with my message?

For Steve Madden, the core question was, “Which product is my shopper going to need next?”

Steve Madden could trust Bluecore's predictive technology to hand shoppers their next great find on a silver platter — again and again. But speed to activate all of those data-driven insights requires the data to back it up, and make it that much more powerful.

## Feeding the beast

Activating billions of data points for immediate results

When it comes to data, you get what you give. With retail, to get the best results, you need to bring together all of your data sources in order to unlock and activate the best results.

The Steve Madden team feeds their retail data into Bluecore's retail-first platform, which is built to find the best recommendations for each shopper. Bluecore seamlessly integrates with the brand's existing tech, amplifying the value of their current data sources to churn out those predictive recommendations and personalize their campaigns.

The better the retail data, the smarter the algorithms — leading to shopper experiences that get better and better, and revenue that grows more and more.

37% ↑ conversion with category affinity

87.5% ↓ campaign production time

## Categorically fast

Prediction at the click of a button

The truth is that insights are only the beginning — and if they're not acting fast, they only amount to lost revenue.

Bluecore activates Steve Madden's retail data through predictive models that can be accessed with just a click.

Specifically, Steve Madden leveraged Bluecore's models for next best purchase, best sellers, and new arrivals. Category affinities predict each shopper's preference for certain product categories using a range of behavioral data (beyond just past purchases and views) to target customers consistently across marketing channels.

With category affinity campaigns, Steve Madden can use all of that data to understand each shopper's predicted next best product — and include those recommendations in their emails to achieve huge lifts in conversion.



“The ease from creating audiences to campaigns was quick and easy. We were able to cut our lead time to only a few hours.”

**Sana Kapur**  
Retention Marketing Manager | Steve Madden

## Data to the people

Insights that go beyond marketing

When teams across a retail organization have access to data and information, it results in insights that fuel the entire company. For example, Steve Madden discovered what products were gateways for a first purchase, and which products shoppers were interested in beyond that — and then shared those insights with their merchandising team. The Steve Madden team also gained insights into which footwear products shoppers respond to the most on a seasonal basis.

Armed with these insights, the Steve Madden team is able to unlock new opportunities within their product catalog.

“Not only do these insights result in revenue, but they also give us information that comes full circle — with data that's accessible to marketers, these insights come back to the merchandising team to keep making their offerings better and better.”

**Hannah Sinclair**  
Director of Retention Marketing | Steve Madden

18% ↑ known, active buyers

22% ↑ repeat buyer rate

## Moments to remember

Bringing shoppers back to buy — again and again

Predictive intelligence is about looking at that next purchase and beyond to keep shoppers coming back for more, more often, and more quickly — so there's a short game and a long game here.

Extending that immediate win into a repeatable strategy requires creating a high-quality experience that shoppers won't forget. Understanding the strategies that are most likely to increase a customer's lifetime value with Steve Madden using predictive intelligence and memorable, personalized experiences. Since starting with Bluecore, Steve Madden increased their active, repeat shoppers and boosted predicted customer lifetime value. “Each unique product story is intertwined with each of our shopper's stories,” says Hannah.

For Steve Madden, it's all about love at first fit — and the relationship is for the long haul.

“Giving customers a smooth and personalized experience is a key part to building customer loyalty — our affinity models have brought more shoppers back for repeat purchases.”

**Hannah Sinclair**  
Director of Retention Marketing | Steve Madden



Discover how you can harness your retail data with Bluecore.

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