

Nike

Customer Experience Analysis

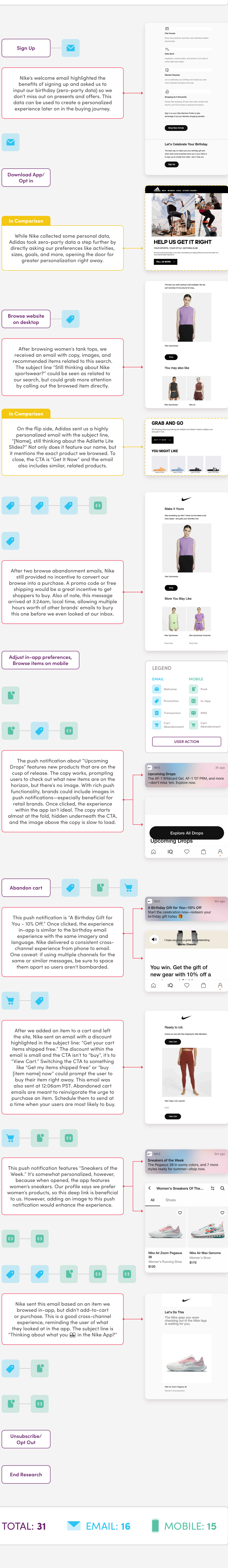
The consumer's perspective. It's a piece of the marketing puzzle that can get lost in the shuffle of crafting the perfect lifecycle journey for your brand. In our Customer Experience Analysis series we take a look at marketing from the consumer's point of view to identify customer experience growth opportunities and strengths from some of today's leading brands.

Over the course of three weeks, we commit to a variety of actions—such as creating a profile, browsing items, and abandoning our cart—that trigger behavior-based marketing communications. From there, we identify every message—across mobile and desktop channels—to capture a comprehensive view of the customer experience. The following consists of our observations and recommendations for the [Nike](#) user experience.

A Bit About the Brand

Synonymous with the famous “swoosh,” **Nike** is an American sports apparel company founded by Phil Knight and Bill Bowerman in 1964. The brand focuses on creating athletic footwear and apparel in addition to equipment, accessories, and services. With over 75,000 employees, Nike has exploded into a worldwide phenomenon.

The Timeline



TOTAL: 31  **EMAIL: 16**  **MOBILE: 15**

Key Takeaways

Nike has a product-first experience focusing on promoting products before tailoring the experience to the user. Abandoned cart and abandoned browse emails have details unique to the individual user and are part of well-executed campaigns. However, the welcome campaigns and product recommendations lack the personal touch customers now expect. There is ample room to develop more personalized experiences, outside of the abandonment emails, to create an audience-first experience, rather than a product-first one.

1. Using What You Know

The welcome stream for Nike isn't as individualized as it could be. When becoming a member on the site, users are prompted to enter their name, birthday, and other preferences. This zero-party data, collected directly from the user, is personalization gold. Nike already has the information, which is the right first step, but going further and using that information in messaging can create an unforgettable experience.

2. Integrating Rich Push

Something else that caught our attention was Nike's push notifications. While they took advantage of deep linking—sending users who clicked on them to app pages directly related to the push messages—there is the opportunity to go one step further and include images. Content with images gets **94% more views** than content without, so why not toss a photo of a top product into the push notifications?

Adding images is especially effective for an abandoned browse or abandoned cart message—the image grabs the user's attention, because it's something they've looked at before, and shows them the brand is paying attention.

3. Optimizing Send Times

Nike is really good at reminding users of the products they've looked at or added to their cart. For both abandoned cart and abandoned browse, Nike sent multiple emails, hoping to tap into that initial interest the user showed while shopping the first time. However, optimizing when those emails are sent can lead to greater engagement and conversions. Plus, using past engagement behavior, these emails can be personalized for when each individual user is more likely to interact with them.

Overall, Nike has the foundational elements in place. But, by adopting a cross-channel marketing platform, centralizing customer data and sending detailed, personalized messages, the experience could be taken to the next level. Dare we say Nike should...just do it?

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About Iterable

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