



POLO OUTLET STORES MOBILE PROGRAM

POLO *LIVE*
RETAIL WEEK | MARCH 2019

Polo Outlet Stores - EU BUSINESS OVERVIEW

LANDLORDS, BRAND MIX & STORE PROFILE

Luxury
environment &
brand mix



Elevated
store
fit-out's



Polo Outlet Stores - EU BUSINESS OVERVIEW

KEY METRICS & STORE GEOGRAPHY

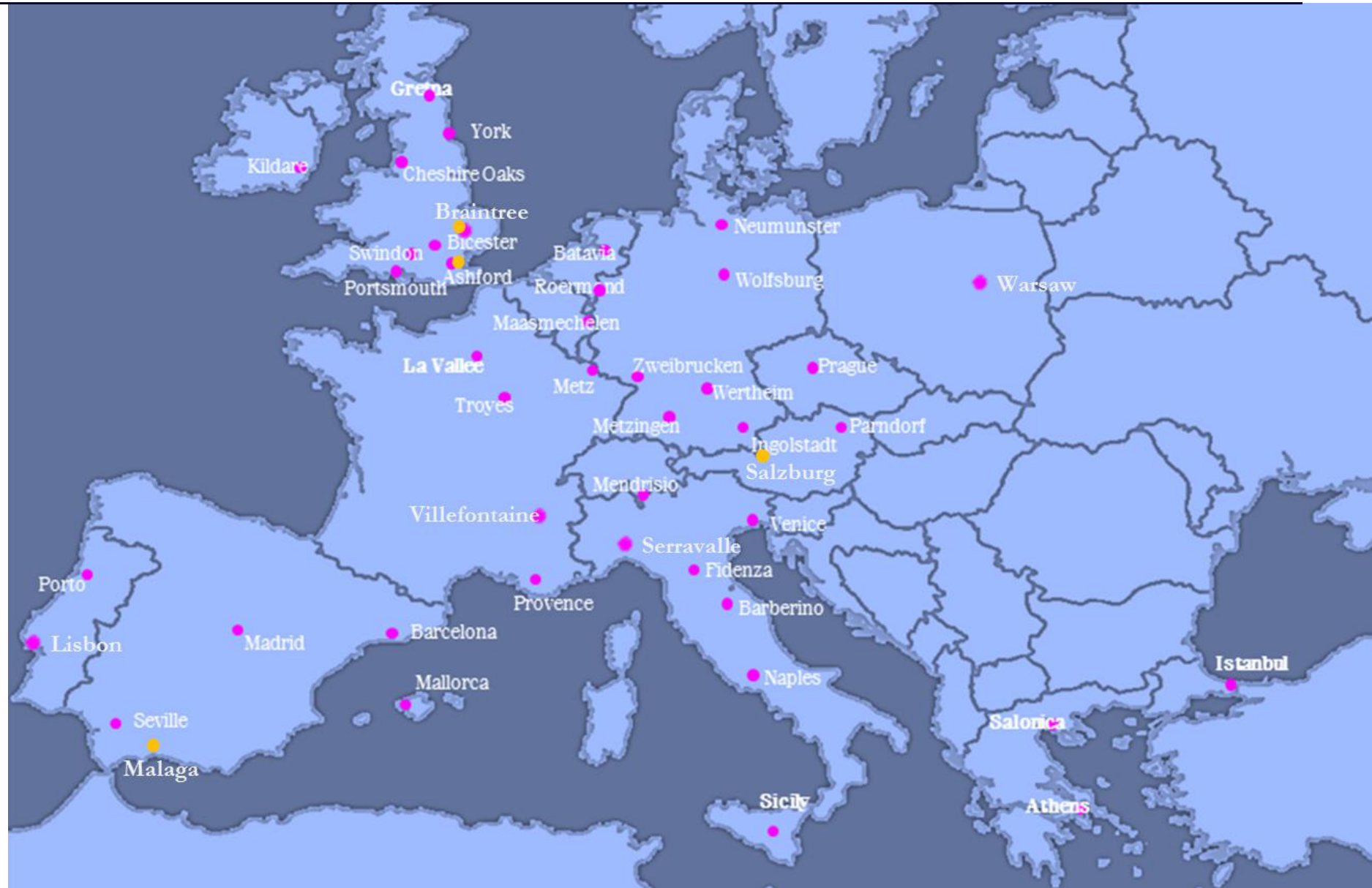
47M

Visitors

64 Stores

42 Centres

14 Countries



JOIN
POLO *Live*
NOW

Text Join to 63900
to get connected
&
Take an extra
20% off
when purchasing
3 items or more



VOUCHERS

Handed out to all customers
at the entrance

FREE STANDING UNITS

with interchangeable offers (magnets)
Positioned in a strategic area
of the shop floor

BADGES

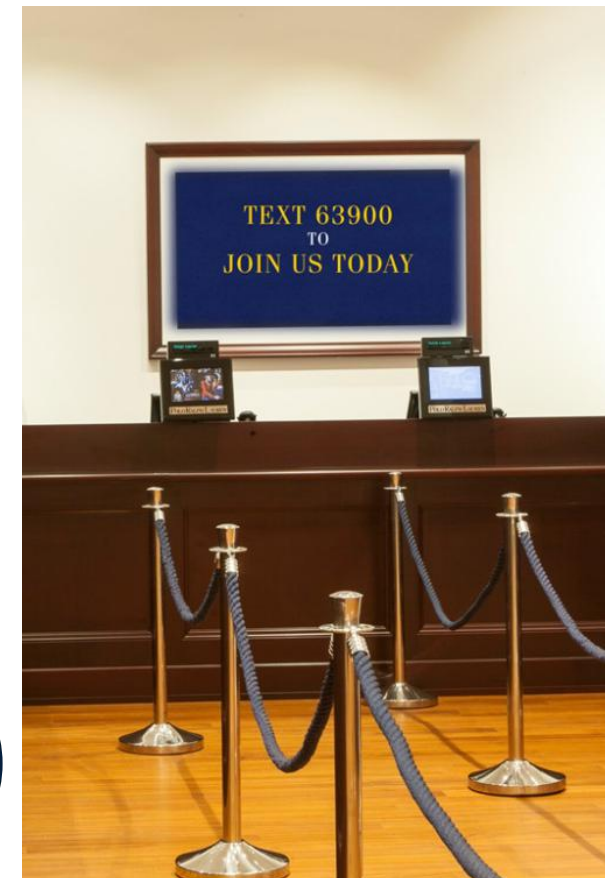
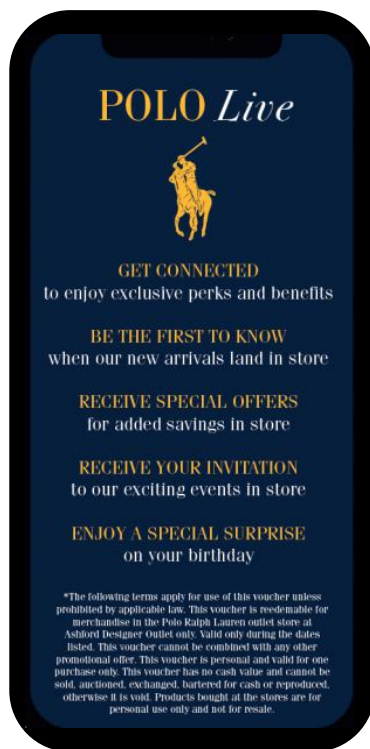
Worn by all sales
associates and cashiers

VIDEO

Playing on the screens behind
the cash registers

Front

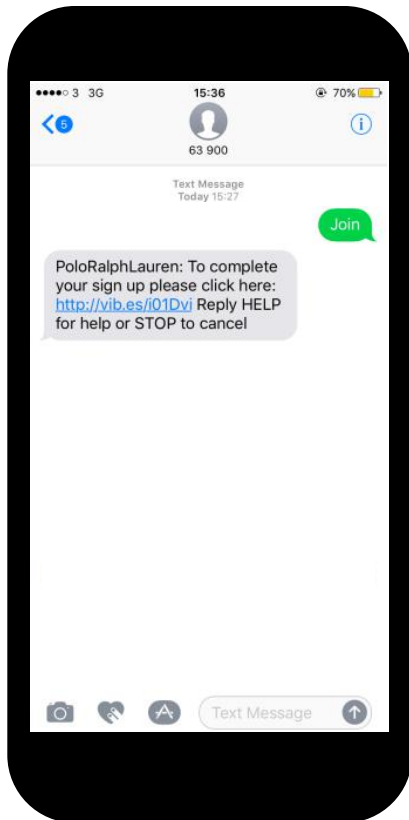
Back



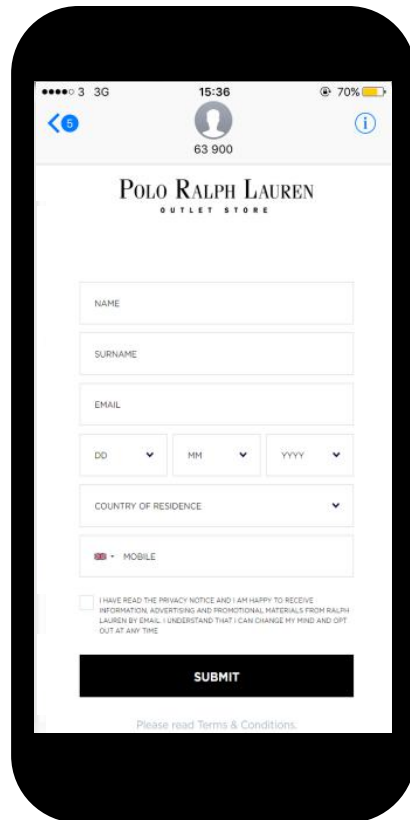
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Sign-up, Offer Download & Redemption

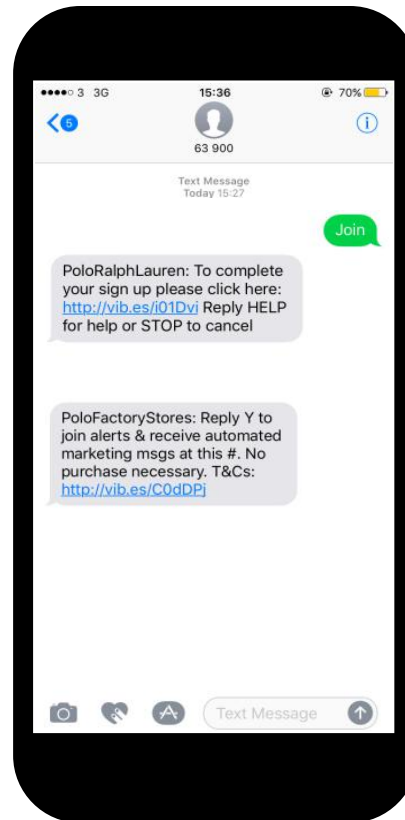
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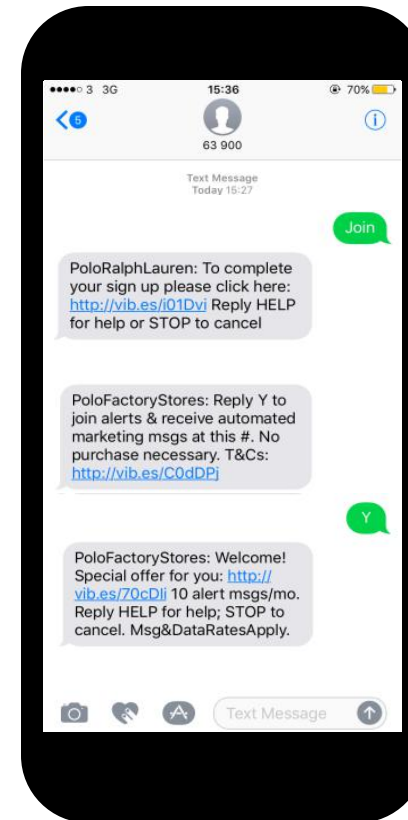
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3



4



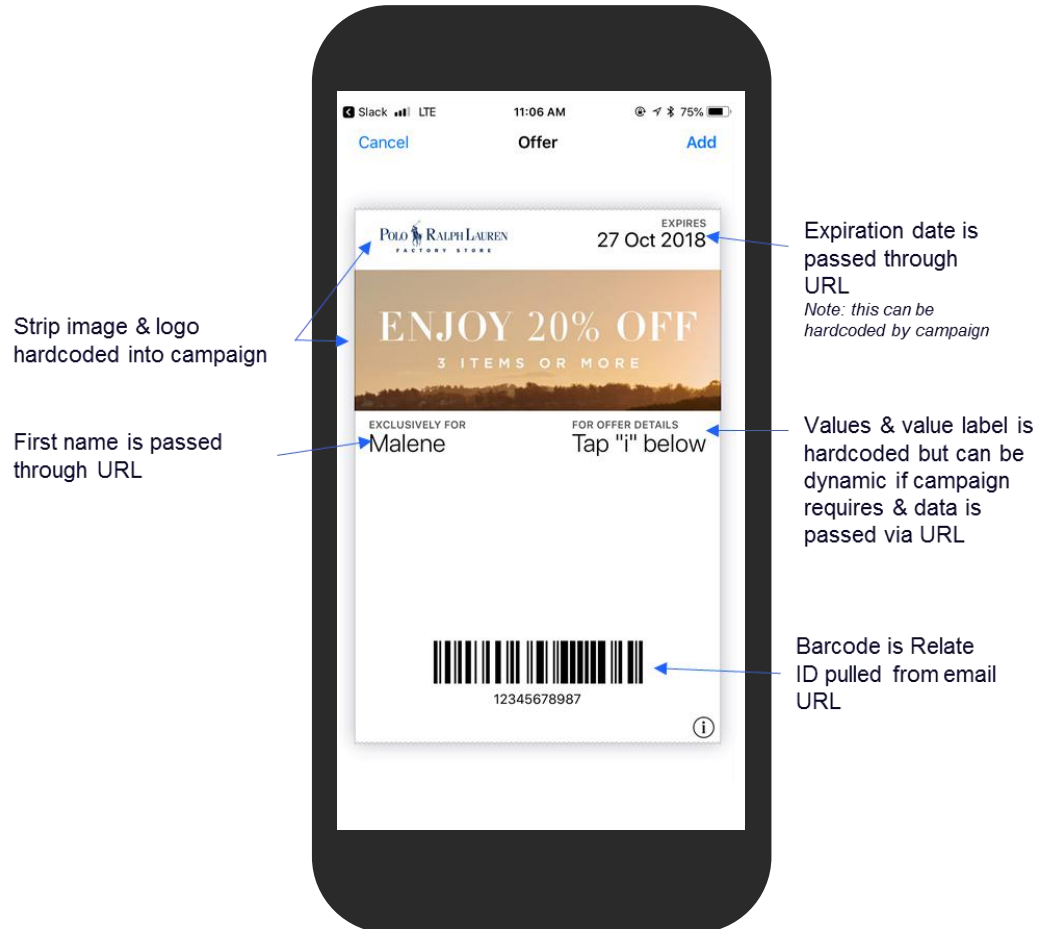
5



Offer saved to Wallet
Scan barcode at the POS

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Wallet Functionality & Push Notifications



- 1) Wallet pass obtained via linked in message
- 2) Add to Apple Wallet/Google Pay
- 3) Redeem offer/invitation via barcode scan

OPTIONS ONCE WALLET IS ADDED:

- Update offer/creative at any time
- Location push notification: Triggered by user location to a retail location
- Scheduled push notification: Scheduled and sent based on time

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UK Overview

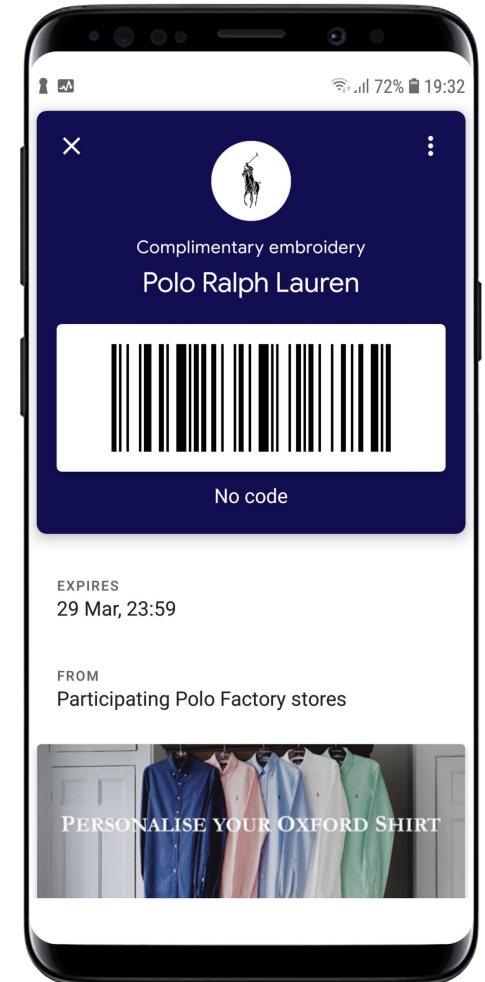
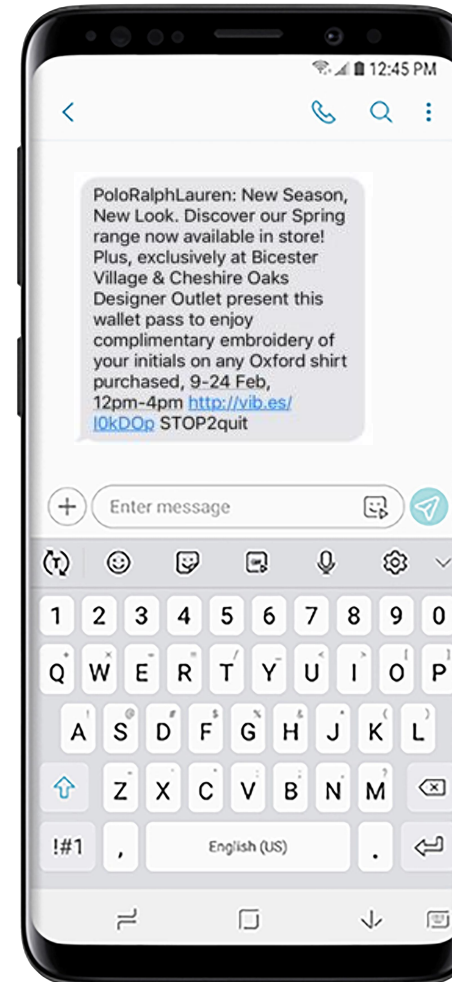
WK32

Pilot: Cheshire Oaks & Ashford

WK37

Stage 2 UK: York, Portsmouth

- Sales penetration: 33%
- 23k customer sign-ups (microsite only)
- Open rate: 98%
- Click-through: 27%
- Wallet save: 34%
- Footfall conversion: 4% (vs 2% target)
- Positive AVT & AUR (vs Email)



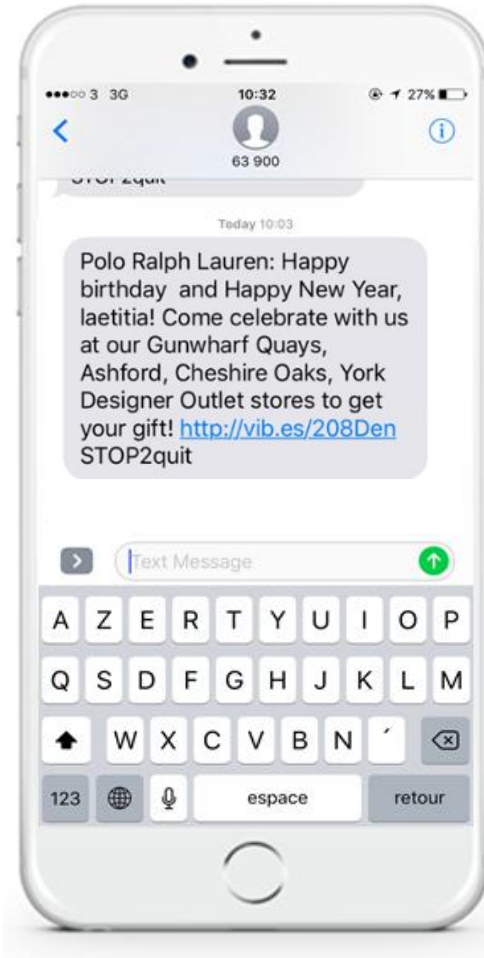
POLO *Live* BIRTHDAY PROGRAM:

1st Step to Loyalty

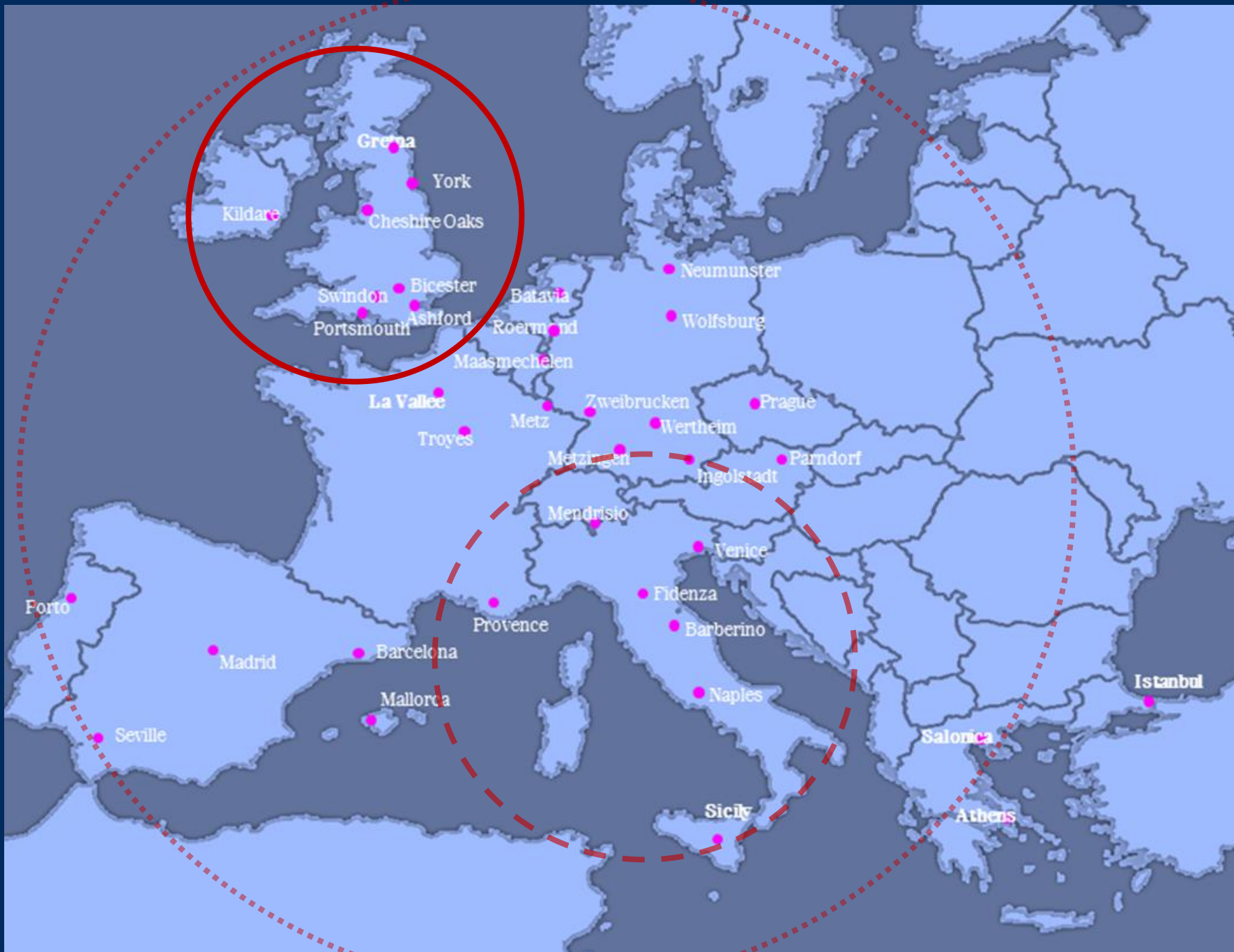
Top-line read

Since launch (6th December, 2018)

- Gift offered: diffuser
- Stores: Ashford, Cheshire Oaks, Portsmouth & York*
- SMS sent: 3.5k
- Click-through: 41% (vs 6% avg)
- Redemption: 6% SMS clicked
(2% SMS sent)



*) Ashford & Cheshire Oaks SMS launch: 6th December
Portsmouth & York SMS launch: 31st December



Mobile roll-out
strategy

RALPH LAUREN



Thank You

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