



# Franklin Sports achieves significant lift in email marketing with Fresh Relevance



**Client**  
Franklin Sports

**Profile**  
Leading sporting goods brand, based in Stoughton, MA.

**Website**  
franklinsports.com



## Background

Franklin Sports is a leading sporting goods brand, with an extensive range of indoor and outdoor products including official NFL®, MLB® and NHL® equipment and merchandise.

Based in Stoughton, Massachusetts, the company started as a family business in 1946 and has affiliated with the best in sports including being the official batting glove of Major League Baseball®.

In addition to working with some of the most well-known names in retail, including Amazon, Dick's Sporting Goods and Target, Franklin Sports has its own thriving eCommerce website selling to sports fans and participants across the US.

Aaron Seitz is the Digital Marketing Analyst at Franklin Sports and he has been working with Fresh Relevance and its all-comprehensive personalization platform since early 2018. He comments: "We approached Fresh Relevance to help with our cart and browse abandonment strategy, as well as our wider email marketing campaigns. The company has done exactly that, providing us with a significant lift to our entire email marketing operations."

## Solution

Should a customer leave before checking out they are automatically sent an email showing them the products they carted, along with a link to allow them to complete the purchase with ease. If no items were placed in the cart, visitors receive a timely message displaying the goods they expressed most interest in during their shop. Using triggered cart and browse abandonment emails in this way is a proven strategy for increasing sales.

**"I'm really impressed by Fresh Relevance's customer service team who have been there with us every step of the way."**

**- Aaron Seitz, Digital Marketing Analyst**

Seitz adds: "I'm really impressed by Fresh Relevance's customer service team. From day one, when we were getting our new strategy up and running, through to the present day, the team has been there with us every step of the way."

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Fresh Relevance is the comprehensive personalization platform for digital marketers that drives revenue and loyalty by delivering a targeted cross-channel customer experience. Powered by real-time data and machine learning, Fresh Relevance seamlessly works with the existing martech stack, unifies siloed data and tracks all customer behavior. Providing unique, actionable insights into each shopper, the platform helps select the most relevant tactics from an unrivalled range of digital marketing tools to guide customers along their journey across channels and devices.

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