THERMACELL®

REGISTRIA

SUCCESS STORY

Thermacell has seen so much success in the US from Registria's solutions that they are now rapidly expanding into international markets.

ABOUT THE BRAND

Thermacell makes the world's leading spatial mosquito repellent and targeted tick control solutions. Dedicated to delivering the best consumer experience, Thermacell has an ever-expanding product line for both adventure and home use. It is a product that can be used for all lifestyles.

INITIAL GOALS AND CHALLENGES

Thermacell's goals were to increase its current registration rates so the brand could identify and sell more refills to its customers after initial purchase. The ability to track a meaningful quantity of customers would allow Thermacell to build long-term relationships with its audience, increasing brand loyalty and customer LTV. Higher registration rates would also allow it to gather first party data for its CRM database that could be used to bring value to both customers and the brand in marketing and sales efforts.

01   *A MODERN ONBOARDING EXPERIENCE*

02   *BOLSTERING CRM EFFORTS*

03   *FUELING EMAIL MARKETING DATABASE*

A MODERN ONBOARDING EXPERIENCE

Thermacell implemented Photoregister™, a modern digital onboarding experience that allows consumers to initiate engagement and selfidentifywith brands easily and quickly using their mobile device. Photoregister leverages a camera icon with an embedded code to give brands more options to identify and verify who owns their product. It gives customers the flexibility to register their product through various channels such as SMS and/or MMS, Facebook Messenger and WhatsApp. Photoregister has transformed Thermacell's product registration process into a seamless digital onboarding experience, making it easier and more convenient for customers to register their products. **Using Photoregister, Thermacell has registration rates 7X higher than what they were seeing with traditional registration methods**.

> " *We chose Registria for two reasons... First, the opportunity to provide a streamlined and rich onboarding experience for our consumers. Second, we were excited by the possibility of increasing our consumer registrations by a significant factor. Enabling us to get closer to our end users, and dramatically increase the size and monetization of our email database.* "

— KYLE, ADELMAN —
(SR. BRAND MARKETING MANAGER)

BOLSTERING CRM EFFORTS

Thermacell wanted to ensure it was capturing as much data on new customers as possible so it could foster long-term relationships with its product owners. In order to do that, it needed an enticing digital opt-in option that would allow customers to receive marketing communications after registering their products. Opt-in rates were initially very low, but after implementing Photoregiser and giving product owners the option to opt-in during the onboarding experience, **opt-in rates jumped to 50% in 2019, and were 56% by the end of 2020.**

USING NEW CRM DATA TO FUEL EMAIL MARKETING DATABASE

After successfully increasing registration rates and opt-ins, Thermacell wanted to put newfound data to use and provide additional value to product owners who opted into communications. The brand began to offer discounts on repellent refill packs to product owners who went through the onboarding process. It also sent offers to customers in its database that were personalized based on the product owned and the duration of ownership. Using a Precision Commerce approach to personalize offers based on owners' unique needs, **Thermacell saw 17% CTR on refill offers, and 40% of product owners who registered their products were also buying refills. The average card size of post-registration refill and accessory orders is now $42**, which brings sustainable revenue streams to Thermacell and helps its customers get the best performance from their products.

NEXT STEPS

Thermacell has seen so much success in the US from Registria's solutions that they are now rapidly expanding into international markets. Registria has helped Thermacell successfully identify and onboard its global product owners and set up a usable CRM database for growth in new markets.

$42
AVERAGE CART SIZE of post-registration refills and accessory purchases

7X
INCREASE in registration rates

17%
CTR on personalized email offers

56%
OPT-IN RATE for email communications

ABOUT US

Registria helps brands deliver exceptional ownership experiences to their customers.

We believe ownership experiences should be frictionless. Our award-winning technology delivers highly personalized experiences across the product ownership lifecycle by identifying and onboarding product owners, creating direct sales and engagement channels, and giving owners the information, care and support they desire.

FOR MORE INFORMATION
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