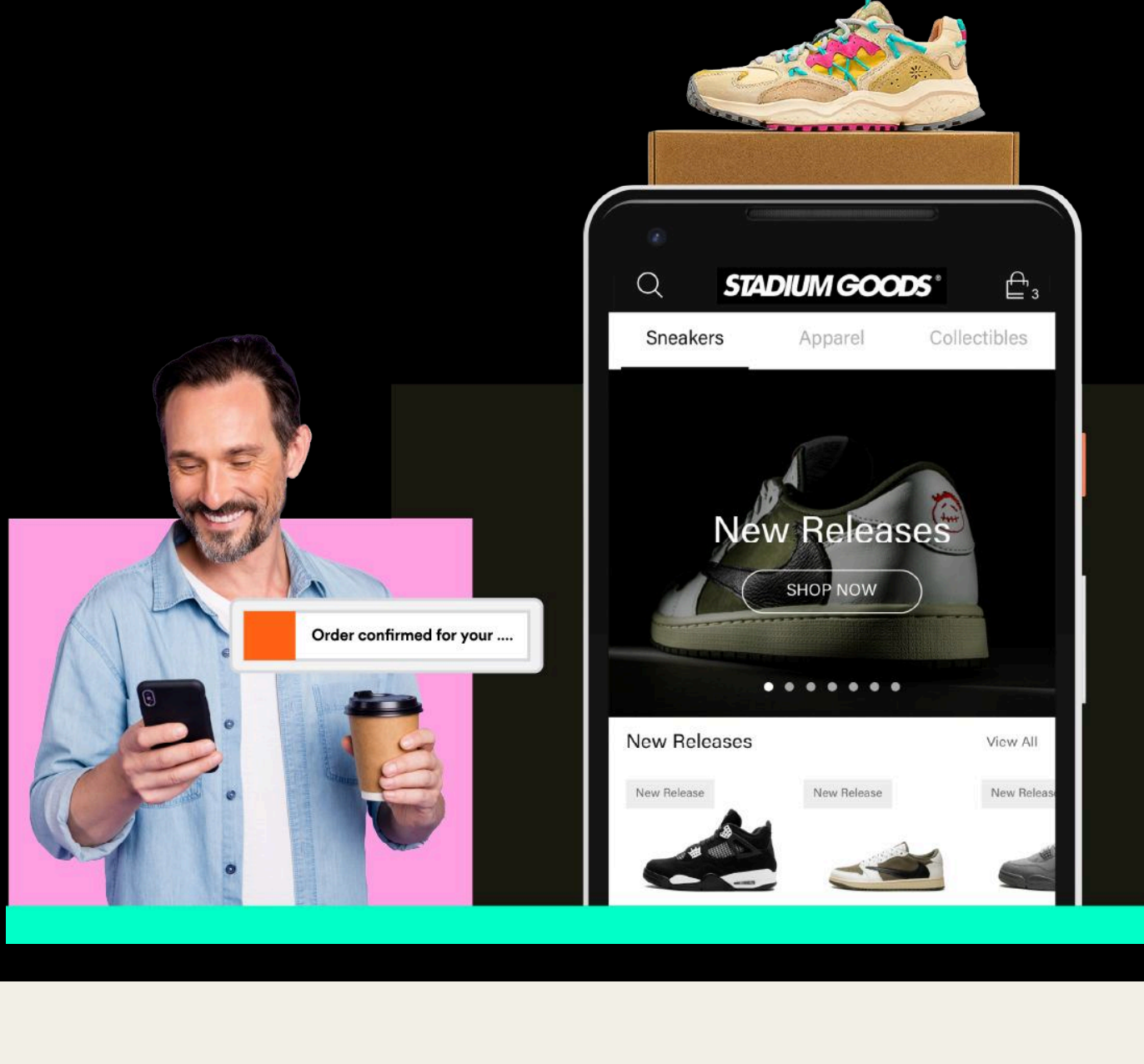


Stadium Goods Unlocks 2X Growth in Revenue from Real-Time Triggers with MoEngage

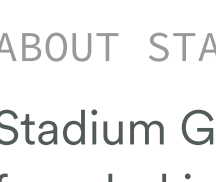


2X

year-on-year growth in triggered revenue

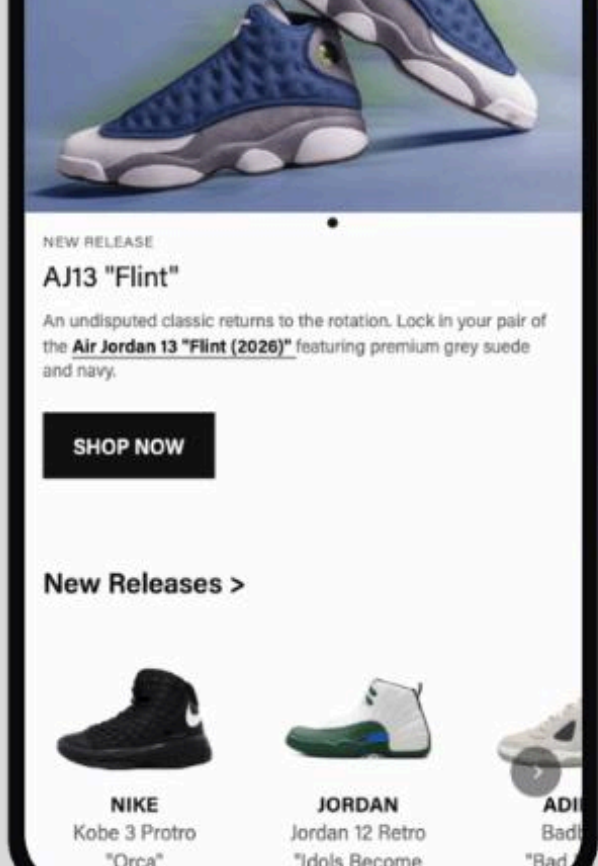
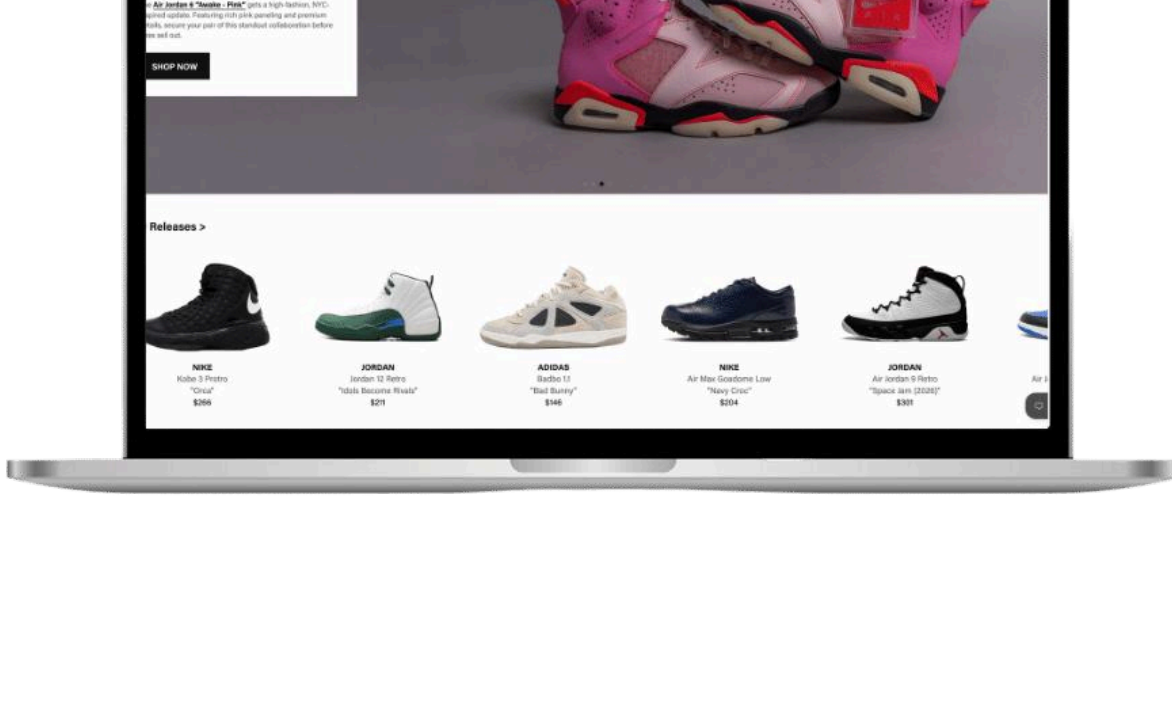
~10X

year-on-year growth in revenue from welcome email series



ABOUT STADIUM GOODS

Stadium Goods is a premier retail and consignment marketplace founded in New York City in 2015. It specializes in buying and selling rare, limited-edition sneakers, streetwear, and lifestyle collectibles from top brands.



Business Challenge

Before MoEngage, Stadium Goods ran its CRM program on a different solution for roughly two years. Stadium Goods' inventory system is custom-built and tightly coupled to Shopify, and getting that catalog to sync cleanly was a persistent struggle.

- 1. Catalog Sync Friction:** syncing the product catalog required manual workarounds, and processes that should have been automated broke often.
- 2. Unreliable Triggers:** the back-in-stock trigger setup relied on manually adding SKUs to a static field via API rather than a true event-based trigger, diluting the personalization and timeliness of the message.
- 3. Paid Media Efficiency:** Stadium Goods needed to better activate first party audiences across Meta & Google to improve platform audience quality and reduce wasted spend.



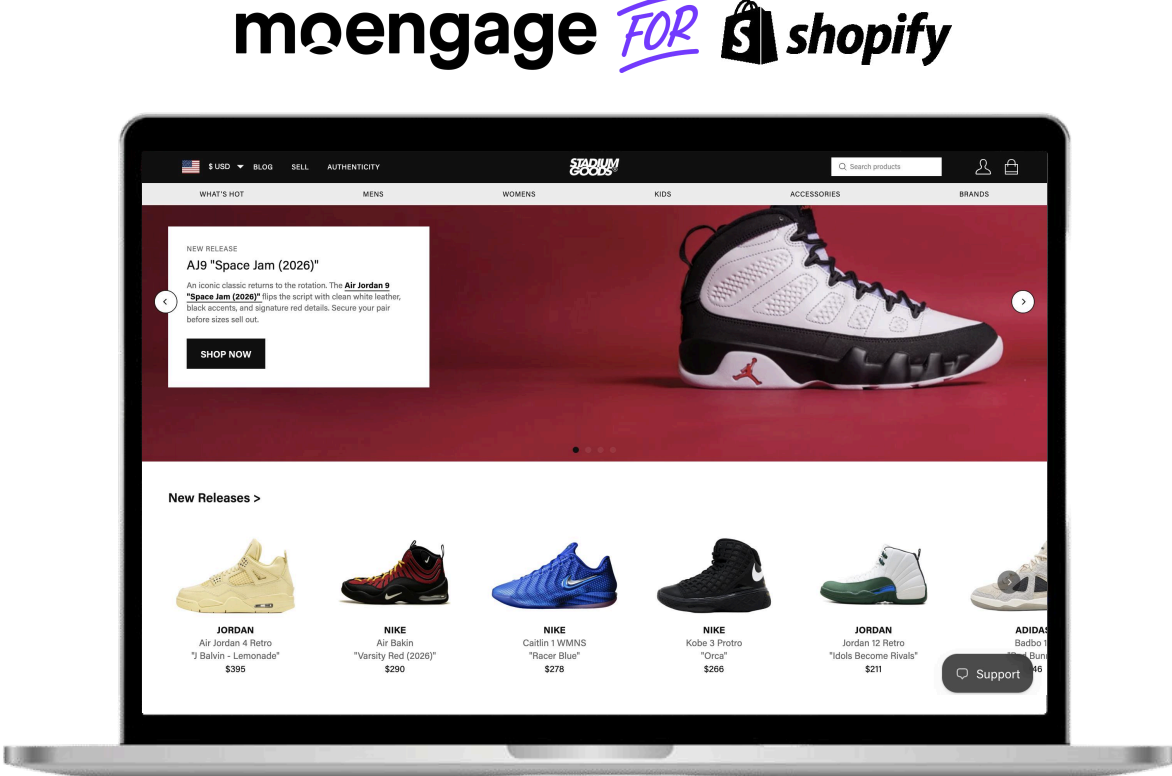
A lot of processes that should have been automated ended up far more manual, with plenty of breakage points along the way. Something was broken — whether it was on their end, or in how we'd set things up.



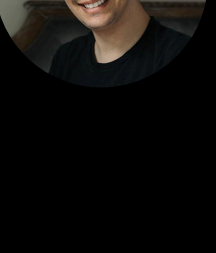
Matt Tompkins
CRM Manager, Stadium Goods

Built on a Native Shopify Integration

Because Stadium Goods' inventory system is custom-built and deeply enmeshed with Shopify, the strength of a platform's Shopify connector was very important. MoEngage's direct, native Shopify integration meant the catalog data that kept breaking automations could finally sync cleanly and automatically, removing the root cause behind the manual workarounds described above.



MoEngage has the native integration with Shopify, plus our services team that really took the time to understand the nuances of our setup. That combination is what allowed us to get everything configured technically to orchestrate the functionality we wanted to execute.



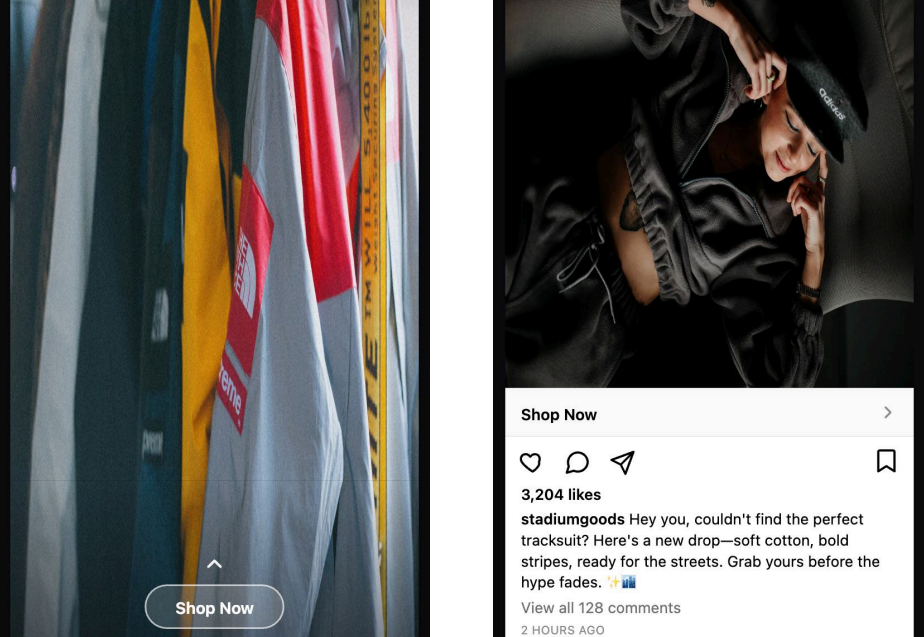
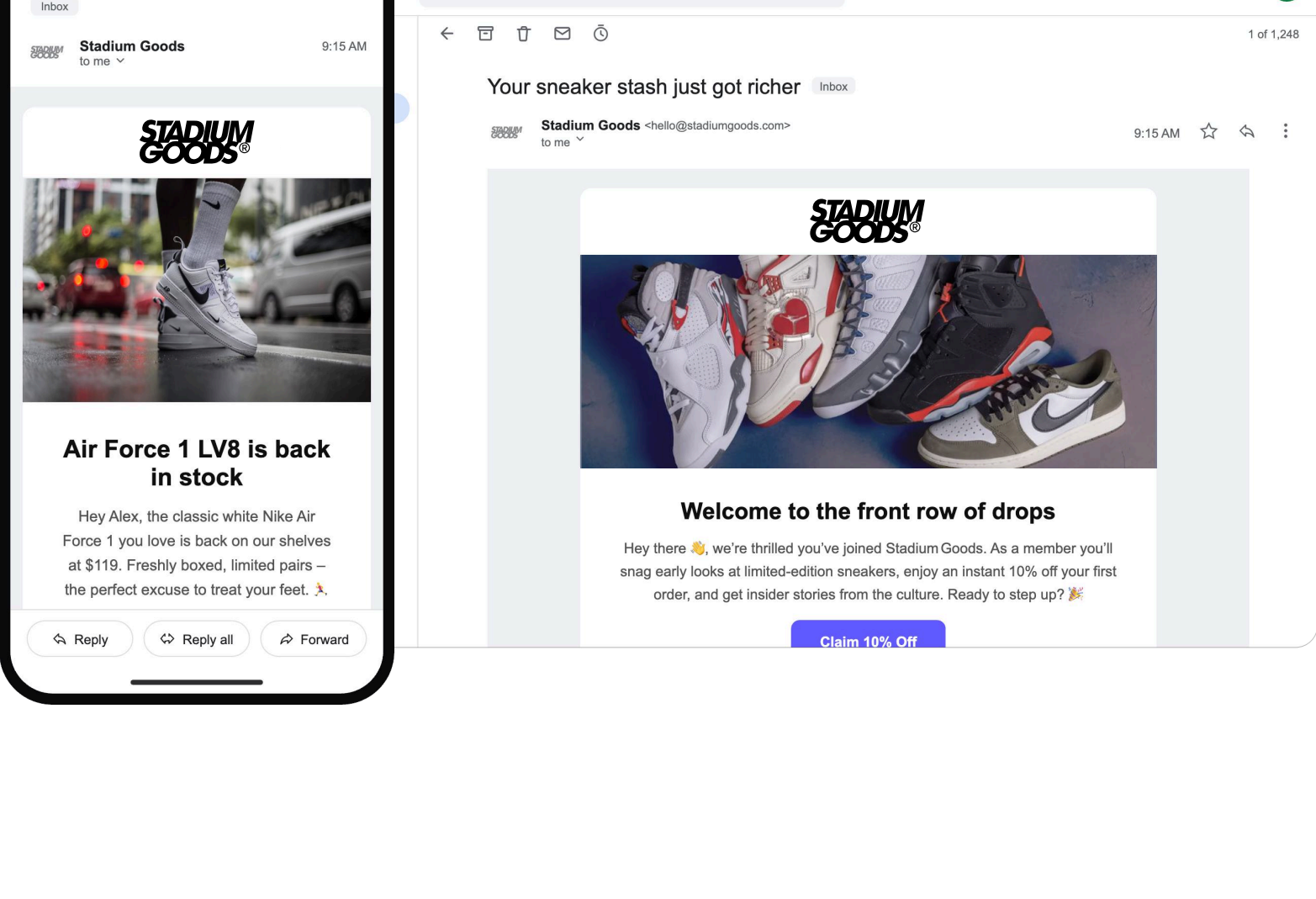
Matt Tompkins
CRM Manager, Stadium Goods

The Solution

With clean, automatically-synced catalog data flowing into MoEngage, the team unlocked use cases that weren't possible before:

1. Real-time Behavioral Triggers

Back-in-stock and price-drop alerts now fire on true, real-time, event-based triggers tied to product views and cart activity, replacing former manual static-field workarounds.

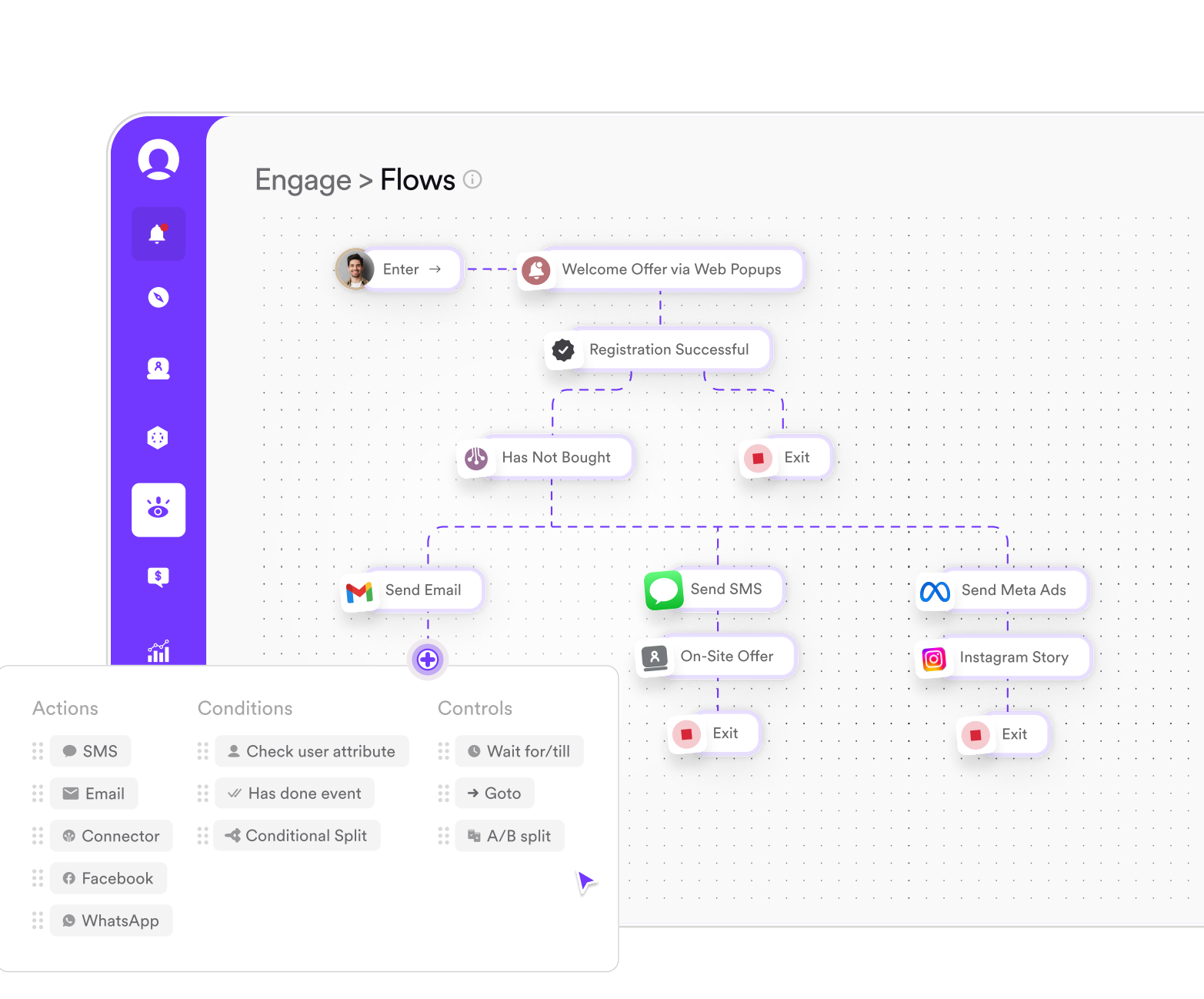


2. Increasing ROAS With MoEngage Segments for Paid Campaigns

Stadium Goods syncs MoEngage-built audience segments - e.g., purchased Nike in the last 30 days, purchased Jordan in the last 90 days, viewed a specific running brand - into Google and Meta, including for lookalike audience creation, to drive stronger paid media performance. The lift has been most pronounced on international campaigns, where the enhanced targeting from MoEngage audiences has meaningfully outperformed prior approaches.

3. Welcome Journeys

The welcome series now runs as a fully automated, triggered journey in MoEngage and it's become the single biggest revenue driver of the migration, with the first email in the series delivering nearly ten times the performance year-over-year.



AI Agent Spotlight

With **Merlin AI Jinja Assist**, the team describes the personalization they want in plain English and gets MoEngage-ready Jinja code back, so the team can ship dynamic content without waiting on developers.



Even as we improve our functionality from an MVP state to our fully-formed vision, we're already able to provide important information to the customer, and they act on it. That's the clean data talking — we're able to gather the right customer data and truly provide a targeted, personalized experience based on how they've used our site.



Matt Tompkins
CRM Manager, Stadium Goods

Migration and Integration Support

Stadium Goods' tech stack is a custom inventory system, a Shopify storefront, and a lean CRM team. This meant the migration needed more than a generic setup guide. MoEngage's services team worked directly with the team to map Stadium Goods' specific catalog structure and consignment logic onto the platform, rather than asking the team to bend their workflows to fit a template.



Whenever we've had questions, your team has been very helpful — providing resources, working closely with developers, and getting our questions answered, whether that's the product roadmap, a support request, or handling things ad hoc in Slack.

10/10
IMPLEMENTATION
RATING



Matt Tompkins
CRM Manager, Stadium Goods

Customer Support

That same responsiveness didn't stop once Stadium Goods went live. As the team has built new, more advanced automations MoEngage's services team has continued to work alongside them to figure out the logic and get it right.



One of the key differentiators is we have this tool, and we also have the customer success team who really know how to use it, and we got them all to work together to achieve our business goals.



Matt Tompkins
CRM Manager, Stadium Goods

Products Used

- Email**
Create personalized emails that land in-the-box.
- Jinja Assist**
Add dynamic, personalized content with AI generated Jinja code blocks.
- Omnichannel Flows**
Create connected experiences at every stage of customer journey across channels using Omnichannel Flows.
- On-site Messaging**
Engage your visitors with personalised on-site messages tailored to their preferences and behavior.
- Segmentation**
Personalize experiences by creating nuanced segments based on behavior and action.

The Results

- ✓ **Email Revenue:** Double-digit year-over-year increase in overall email channel revenue.
- ✓ **Triggered Revenue:** Nearly doubled year-over-year increase in triggered revenue.
- ✓ **Price Drop Emails:** Price drop emails drove substantial year-over-year revenue growth, expanding by over half.
- ✓ **Welcome Email Series:** Nearly ten times the performance year-over-year.
- ✓ **International Paid Media:** Achieved multi-fold year-over-year revenue growth and exponential ROAS gains through enhanced MoEngage audience sync targeting, driving overall revenue to more than triple compared to last year.