



ARIAT CREATES BETTER IN-STORE SALES WITH EXPERTICITY PLATFORM

Founded in 1992 with a simple objective: to create the most advanced performance footwear and apparel for the world's top equestrian athletes, Ariat did just that and more. As a relatively young brand among its top competitors, they set themselves apart from the boot industry pack by offering a wider selection of footwear, apparel and accessories—in the Western, English, Work and Fashion categories—to their global community of customers who dedicate their lives to horses and the equestrian lifestyle.

A Need to Develop More Direct and Frequent Connections

While Ariat had managed to gain significant product popularity and brand loyalty in the niche equestrian market, they knew that in order to stay strong in current areas, and gain ground in new ones, targeted education and training for their brand influencers and sales force would be key.

Company Profile

Ariat

Union City, California

Driven by world-class design, innovation and technology, Ariat focuses on delivering the highest-quality, authentic Western and English footwear and apparel.

www.ariat.com

Highlights

- **Measurable increase in sales with retailers that have a high percent of users training**
- **Increased requests for top products**
- **Detailed reporting and data to measure effectiveness**
- **Access to more retailers nationwide as well as gain significant momentum with additional retailers outside their “sweet spot”**
- **Year-over-year record growth**

Wanting an immediate and easily accessible connection to its retail sales professionals, field managers and outside sales reps across the nation, Ariat was searching for a cost-effective, streamlined way to provide consistent branded messaging, education, and incentives for hundreds of stores—many without a high-touch field marketing reps.

A Request for Detailed Data

Having the ability to track usage and engagement was another must have for Ariat. This detailed information would be key in allowing Ariat to reach out to low on usage and engagement dealers, retailers and members—and take appropriate and immediate action to help increase those metrics.

“ I would give 3point5.com an A+ for service excellence. We were surprised because we thought some of the things we asked for were far-reaching, but they had a solution for every need. ”

The Overall Ask

The ideal overall solution for Ariat would provide engaging, up-to-date brand information, product education, sales tools and incentives to get people excited, assist the in-store selling process and, ultimately, increase sell-through. Enter eXperticity.

Building Education and Awareness

While Ariat has been around for a while, they were still considered new comers in the Western boot and apparel space. So some retailers were not aware of the rich Ariat history, engaging brand story and full product line. To increase sell-through, eXperticity worked with Ariat to create specific education and product knowledge programs their retail sales associates and sales influencers.

Since implementing eXperticity's 3point5.com training programs and Edu-Games, retailers now see the full Ariat scope as a substantial, strategic brand with a much wider product offering and customer base than previously thought. For some stores the 3point5.com program is a complement to other



systems already in use, and for remaining stores it's a brand new training tool with 24/7 accessibility for all. And Ariat has noticed a measurable increase in sales with retailers that have a high percent of users training through the modules.

Increased Product Awareness

Because many stores don't carry every SKU, their selection can be limited to a particular Ariat product line, and they may not even carry some of the most popular items. To help create buzz around top-selling items, the 3point5.com module allows Ariat to feature top-selling products—a detail that helps create instant product awareness and increased orders from stores. By doing this on a consistent basis, request for top products increased, as did direct sales.

Detailed Reporting and Data

With the built-in monitoring, reporting and control measures of 3point5.com, Ariat now receives detailed reports and data to help them make changes or adjustments to their training and content to help ensure an authentic, up-to-date streamlined experience for it's users.

“It was great how the team was willing to work with us on all the changes and improvements, particularly as we received retail, merchandise and sales rep feedback.”

Updating every season, Ariat actively encourages retailers, brand reps and other members to use the 3point5 site often. And they are now able to track those who are taking the available training, and promoting the site—as well as identify retailers and locations that could use more encouragement and incentives to increase usage and interaction.

Opening More Retail Doors

By creating more brand awareness and offering detailed information, education and training to retail associates, field managers and sales reps, Ariat was able to increase access to more retailers nationwide, as well as gain significant momentum with additional retailers that where previously outside their “sweet spot”. Driven by world-class design, innovation and technology, they have established themselves as America's number one English and Western performance footwear brand.

Ariat implemented their eXperticity 3point5.com training in January of 2011. At the close of January 2012, the company showed a year-over-year record growth in 2011 and 2012.

About eXperticity

eXperticity helps the world's largest community of influential category experts and retail sales professionals gain critical product expertise that translates into stronger sales, better shopping experiences and satisfied customers. Through our services you can identify and educate influential experts, foster first-hand product experience, and collect important retail insights on your brand and products. Learn more at www.experticity.com.