

Strava Case Study

Consistent Changes Create Email Successes

Strava is the premier social fitness app that tracks running and cycling activities so that you can track runs and bike rides, compete with friends and other users, and see what your favorite athletes are doing.

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Introduction to Strava

Strava began sending email through SendGrid 4 years ago in 2011. Since then, they've scaled exponentially, and they continue to use SendGrid's cloud platform to communicate with their users about different **Strava features**, including:

- Kudos and comments on activities within the Strava app
- Group conversations and updates
- Challenge completions, follow-ups, and exclusive offers
- Account sign ups, settings, and notifications
- Training plan updates and alterations

Justin Fritz, Strava's Email Marketing Manager, notes that email communications are critical to the app's success, saying,



“So much of what Strava strives for is engagement and keeping people interested and using the app. Email helps drive people back to the platform in addition to other key communication functions.”

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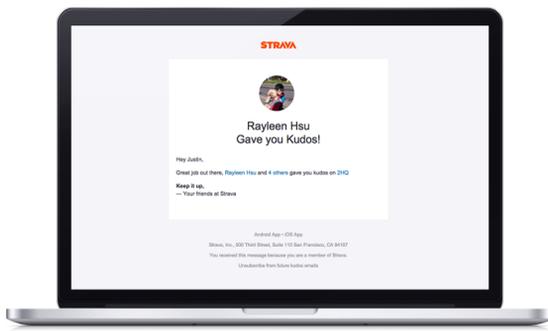
An Ever-Evolving Program

Justin likes to routinely re-evaluate the Strava email program to cut away any superfluous messages and to optimize engagement: “We have a very loyal consumer base and we want to make sure our communications are as relevant as possible.”

Justin noticed a decline in overall engagement, especially in regard to a daily digest email Strava had been sending. He decided to perform a couple of tests to ensure his customers are getting the communications they really want.

First, he made the decision to change the email preference for the daily digest email to opt-out for all current and incoming users, but he left the preference available within accounts so users could go back and opt-in again if they wanted to.

In addition to this, he changed the format of Kudos emails that are sent each time a follower likes an activity. Rather than sending numerous Kudos emails, he re-formatted the messages so that users receive an email the first time they receive Kudos, and then again after 5 people give them Kudos, like in the example below:

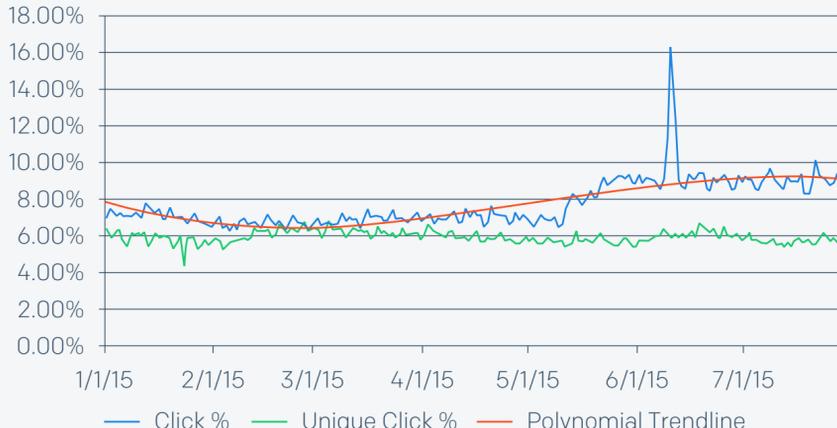


By paying close attention to recipient behavior and reducing email frequency, Justin was able to see significant changes in recipient engagement:

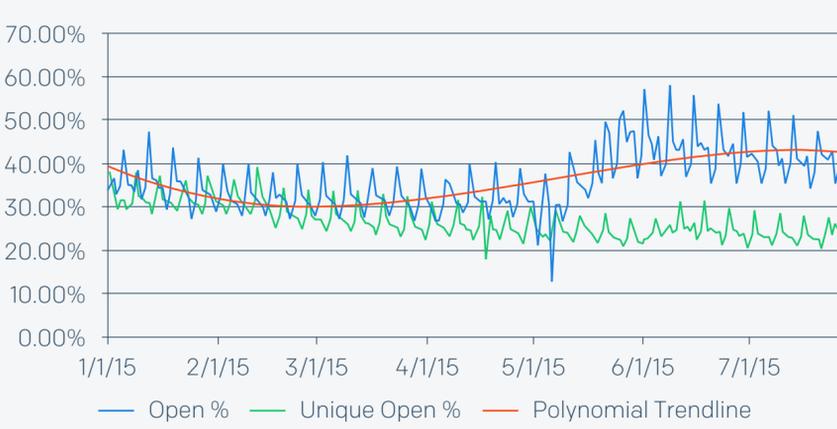
- 138% increase in click rate for Kudos emails
- 30% – 40% reduction in overall email volume
- 20% increase in overall open rate
- 70% increase in overall clicks

The graphs below reflect how these changes improved Strava's email program:

Clicks & Unique Clicks



Opens & Unique Opens

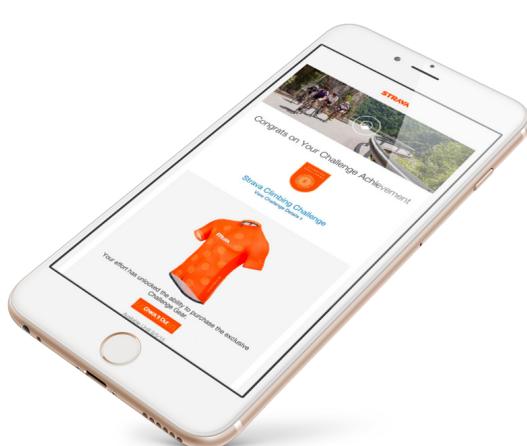


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Driving Revenue

One of the unique ways Strava leverages the programmatic emails they send through SendGrid is by unlocking certain products and other offers through **Strava Challenges**.

Users who complete challenges, like climbing more than 4,810 meters in August or riding more than 120 kilometers in a single ride, gain access to exclusive offers and products. Once the challenge has been completed, Strava automatically sends users an email with a link to gear in the **Strava Shop**.



Not only does this email have very high open and click-through rates, driving people back to the app and website, it also drives significant revenue for Strava because it offers very exclusive merchandise.

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The Bottom Line

When asked about SendGrid's role at Strava, Justin says, “SendGrid is critical to our business. Not only is it cost effective, but being able to visualize opens, clicks, and device usage is awesome, and makes pinpointing issues much easier.”

SendGrid is a perfect match for Strava's transactional and programmatic email needs because it's:

- **Scalable** – Strava can increase their email volume at any time and can trust that SendGrid's infrastructure can handle the load.
- **Affordable** – In comparison to other email options, SendGrid is extremely cheap for the amount of email they send.
- **Visual** – SendGrid's new Customer Portal provides a fast and impactful look at the performance of their email program that's better and easier than getting the same charts from other ESPs.
- **Correctable** – One of the best things about SendGrid is being able to set up the integration and then let it run, but if there is an issue, Strava can always reach their Technical Account Manager at SendGrid to correct problems quickly.

“We have a very loyal customer base, and we want to make sure our communications are very relevant. We want our email messages to fit our readers, so we make sure they can trust us. SendGrid assists with our goals of high engagement and driving people back to the app by delivering essential emails.” – Justin Fritz