

SUFA21 Mexico Recap

# Member Days



**Member Days is key for us to start a valuable relationship with our new members.**

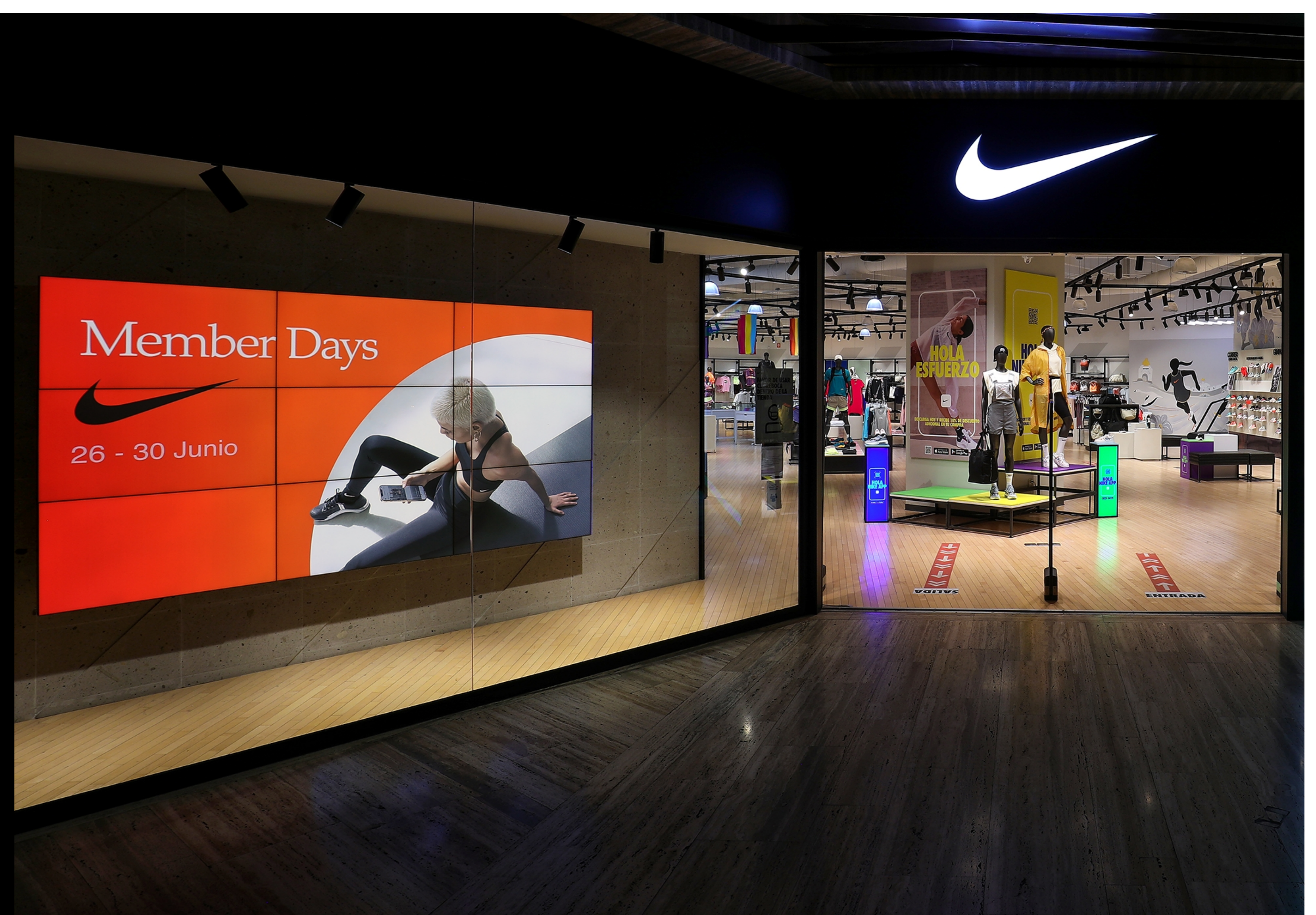
Due to the energy generated by the Nike App launch, we managed to onboard 100k new members from which 57% of them had a “meaningful action with us”; 7% made their first purchase in Member Days and 81% became contactable.

# 100K

## New Members

### NSP & NFS

In our NSP and NFS doors we invited our members to download the Nike App and participate in a “Member Draw” where we rewarded instantly our members with different prices with very positive outcome: More than 3,900 members participating in just 5 days!



## MEMBER DAYS RESULTS

# 100K

New Members

# 439K

Active Members

# 16K

Buying Members

# \$3.5M

Member Demand

### Wins

#### 1. Nike App Momentum

Due to the launch and energy generated by the Nike App launch, we saw that the major attribution of New Members was generated by the Nike App with an 86% attributed to Nike App.

#### 2. Member Days is key for us to start a valuable relationship with our new members.

From the 100K new members, MD helped to us start redituable relationships with our members with a total of 57% of new members having a “meaningful action with us”; 7% of new members making their first purchase in Member Days and 81% of new members becoming contactable.

#### 3. Jordan’s relevance for our members

**Big expectation** for Jordan product by our members; @ stores it was the product that attributed most of the demand generated during the week and in NDDC ecosystem, the product was the one that received the most visits, and 100% ST within minutes of being launched.

#### 4. Rewards

When members understand what are their benefits they engage with us more. The reward feed card at NTC has had the most likes of all time and the session itself, had +4,000 views. Also, Member Draw @ stores helped us to reward **+2,000 members** in just 5 days! (Biggest engagement of members in the last 6 months).

### Opportunities

#### 1. Air Traffic Control

We must assure to set **clear timings** of when is the best moment to launch Member Days to avoid mixing messages with other seasonal priorities that might cause a confusion with our members.

#### 2. Highlight technology of performance product to induce purchase

There’s a big opportunity to do a double click in how we present technology innovation to our members. The running collection for both men + women had a low ST (avg. 5%).

#### 3. Kids products

With an avg. ST of 57% of the assortment we had for Kids, there is a big opportunity to focus more in the offer we have for kids during MD programming. For this season having the Kids Dunks (100% ST) helped us to get visibility of the potential kids product can have.

#### 4. Serve our NRC/NTC members

We still need to understand how we can better serve our members including in MD programming sport activities. Rewarding our NTC members with the NTC session just showed us the potential we have to keep engaging our members (+4,000 members taking the NTC class).

