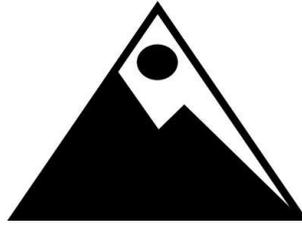


Outdoor



Loyalty

Outdoor Retailer takes on "The Big Data Theory"

As we know, Experience leads to Discovery. Being ahead of the curve can be daunting and disruptive. OutdoorLoyalty.com has a brand identification of being a platform for Exploration, Education and Advancement. Winnowing into "stories" that change the status quo of the Outdoor industry is in our DNA. Our latest Odyssey into the challenge of understanding Advanced Analytics, Big Data and Cloud Sourcing in the context of Outdoor Retailers and the culture of Outdoorists, is our latest venture. The target for us is the understanding of the "Who, What and Why" of Outdoorists and how do Outdoor Retailers Inspire and Inform this category of consumers.



Backcountry.com, a premier international online Outdoor Retailer, has the Moto of "Knowledge and Trust" for their Outdoor Customer's engagement with Backcountry every time they visit the site. Backcountry embraces the effectiveness of the utilization of Advanced Analytics and Mega Data with the management of this data within the Cloud Sourcing System. This information makes marketing to their customers more accurate and effective. Outdoorist are very informed about what they feel is challenging to their goals and what gear is necessary to accomplish their outdoor activity successfully. At Backcountry's website, visitors are matched with "Gearheads" who specialize in gear knowledge for a plethora of outdoor activities in areas like climbing, skiing, kayaking etc. Backcountry sees this engagement by the Gearheads as partnerships and their goal is relationships, not sales. Now, who would have thought, with all the information and knowledge of consumer's wants and needs, Backcountry has as their goal to develop relationships in the Outdoor Community, not sales?



First off, let's clarify that the Outdoor Customer is unique. If you throw in the "Millennial Card" as part of the Outdoor Explorer profile you can see why an Outdoorist Retailer, like Backcountry.com, is approaching this marketing segment with some trepidation. A cautionary approach must take into consideration the lack of Brand Loyalty in a general sense. The primacy of all

this is that Backcountry is a "Brand" in and of itself. Developing Social Cultures around Outdoor Adventures is a more salient foundation. Let's see how this dynamic works in Backcountry's system to identify and converse with Outdoorists.

The "Gearheads" are considered the "Concierge" to those visiting their website. They become the tour guide where the consumer can conceivably become partners with them. It is a "give and take" relationship. The consumer can perceive their Gearhead Specialist and expert in a defined specialty of the gear and knowledge to channel information to the Outdoorist's venture. This established relationship can expand toward several areas of interest for both.



On the Backcountry website home page, one can search "Explore" to reach a community driven adventure journal featuring gear tips and travel stories written by the gearheads and community participants. This differentiates Explore from traditional forums for Outdoor Adventurers by utilizing the component of storytelling to the engagements. By telling "their story", the website visitor now becomes a participant within the Social Network (No Sales Pitch Here). Adrian Montgomery, Director of Marketing at Backcountry, states "We're engaging our audience on a level that bridges beyond a retail interaction". Along with "Explore" there is the "Beacon" component which promotes a selection of "their stories" contributed by Gearheads and participants to inspire and educate new and existing participants on the site.

OutdoorLoyalty.com commends Backcountry.com for their website and recognizing that Outdoorists speak with Knowledge and Experience as well as respecting this and utilizing the concept of "listening". Out of the stories being told and relationships being developed brings forth a vast and accurate understanding of today's Outdoorist and Generations to Come.

Here is an Outdoor Article entitled "Your Customers have Spoken/ Will You Listen".

<https://OutdoorIndustry's.org/article/your-customers-have-spoken-will-you-listen/>

Remember our tagline: Reward...Outdoor...Activities www.outdoorloyalty.com

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