

Try then Buy



The Problem

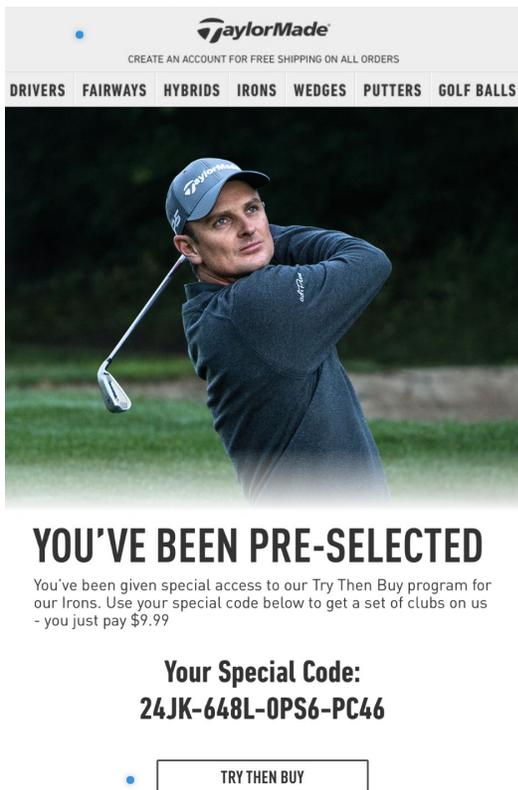
Golf clubs purchases are almost always preceded by a demo of the club(s) at a driving range or indoor golf simulator so that the potential customer can “experience” the clubs, and see how they “feel”. Golf clubs are very personal and customized item. In addition, golf clubs are a large purchase and one that isn’t made hastily. It isn’t easy to have this kind of fitting and shopping experience in online shopping flow.

The Solution

Allow potential TaylorMade customers to try the club(s) at home first with online ordering and tracking through Commerce Cloud. TaylorMade's new online "Try then Buy" program allows users to select the new clubs they want to try, and for a small fee, have them shipped to their house to demo for a short period. Customers keep the one(s) they like, and return the others--only those kept will be billed.

Systems and Features

1. **Responsys Integration** - The enterprise level email app for tracking and messaging.
2. **Custom User Flow** - Email campaigns bring the users into a special purchasing flow.
3. **Commerce Cloud Campaigns** - Custom Campaigns to turn program on and off for certain products..



YOU'VE BEEN PRE-SELECTED

You've been given special access to our Try Then Buy program for our Irons. Use your special code below to get a set of clubs on us - you just pay \$9.99

Your Special Code:
24JK-648L-OPS6-PC46

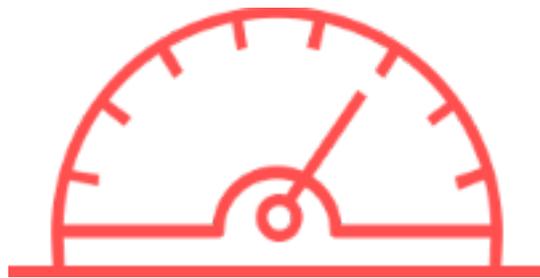
TRY THEN BUY

The Invite

TaylorMade's exclusive invite program gives users access to be a part of a limited time offer to try then buy their clubs.

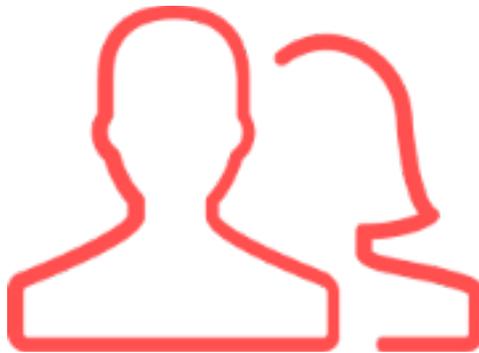
Once inside the user flow, each page guides users through selecting the eligible clubs to try out.

Red Van Workshop customized the site to allow Business Manager users to easily select products from Commerce Cloud that were to be offered in the program, and which products could be removed from the offer completely.



Stats:

1. About 2,000 specific customers were invited via Responsys.
2. Codes were generated in Commerce Cloud.
3. All users had some specific account criteria to meet and a prompt to save their credit card information to be part of the program.
4. The participation of all users that opted in was also tracked in Responsys.
5. The program focused on specific newly released products but needed sku flexibility.



The Work

In three sprints (6 weeks) Red Van Workshop had scoped and estimated the work, then took the customizations to completion based on the comps from TaylorMade's design team. Because we iterated and used Agile development practices, when changes arose in a demo, we were able to easily accommodate the changes and still launch the features early.

Key Features

- Uses existing Commerce Cloud code generators and campaigns for rapid development.
- Robust notifications help users see where their clubs are in the shipping process as well as the return and billing process, all through Commerce Cloud and third party API's.
- Automatically moves non "Try then Buy" products to a saved cart for easy retrieval.

FREE SHIPPING on all orders*

STORE LOCATOR EMAIL SIGNUP SHOPPING CART HELP JOIN

TaylorMade SHOP CUSTOM FITTING NEWS & TOUR SEARCH



P790 Irons
Article # N6322707
\$1599.99 ★★★★★ Write a Review

THIS BEAUTY IS A BEAST. P790 irons pack powerful performance into a clean, classic design to deliver unprecedented distance in a players iron. Through a combination of...

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OPTIONS

Hand	Shaft	
Right	Steel	
Irons	Flex	Qty
3-PW	Regular	1

Availability: **In Stock**

TRY THEN BUY

[* Learn more](#) about the Try Then Buy program

[No thanks](#), Exit the Try Then Buy program

The Win

Red Van Workshop manages large scale stores with millions of visitors, and we can help get your installation in order. We can implement the newest features in Commerce Cloud, upgrade your aging integrations, add Apple pay support, fix quota errors, upgrade failing pipelines, and maximize your site's overall performance.

Red Van Workshop specializes in Commerce Cloud solutions you won't have to rebuild in 6 months. We take our knowledge of the platform, marry that with your business problems, then sprinkle in some development best practices to make your project and business use cases a success.

