


Qualitative & Quantitative Analysis for

Alo Yoga

Stylish & Comfortable Yoga Wear

Presented By:
Mera Zhang

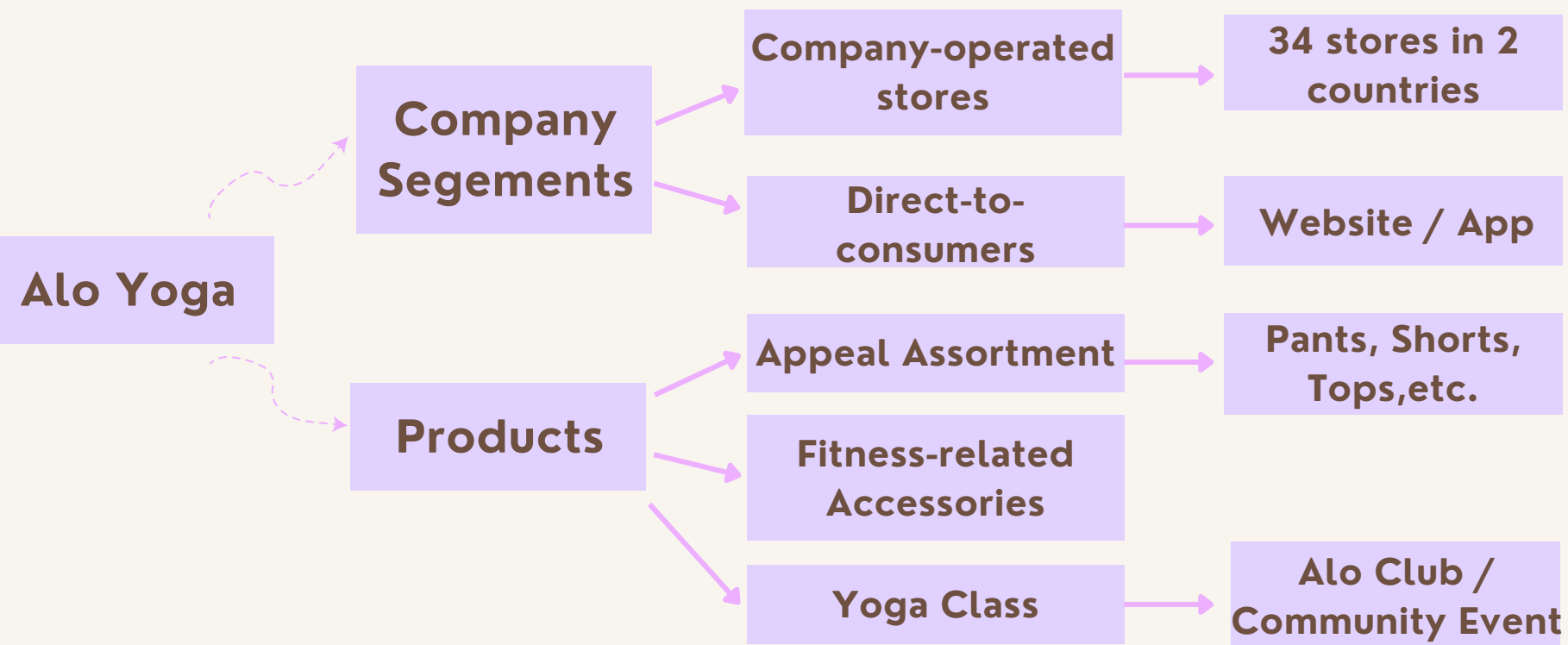


Company Profile

Alo Yoga is a designer, distributor, and retailer of lifestyle inspired athletic apparel and accessories.

Net Income	Annual Revenue
\$80.9 million	\$286.6 million

Alo Yoga Market Statistics in 2022



Business Objectives

- Inspiring mindful movement, inspiring wellness, and creating community is at the core of why we do what we do at Alo—it's our calling.
- Continue to grow the brand and expand its reach, both in terms of product offerings and geographic presence.
- Increase its revenue and market share by continuing to develop innovative products and marketing strategies, while also maintaining its commitment to sustainability and community building.



Target Audience Segmentation

Primary

Yoga Enthusiast

- typically a sophisticated woman between the ages of 18 and 44
- in the middle to upper classes
- live in metropolitan and urban areas
- exercise regularly and live an active and healthy lifestyle



Third

Others

- sustainable fashion advocate
- expand potential market to those who desire to live a healthier lifestyle

Secondary

Athleisure Fan

- either a woman or a man between the ages of 18 and 44
- with an interest in fitness and living an active lifestyle
- appreciate athleisure wear that can be worn both in and out of the gym
- may have a lower to middle-income level



SMART Goals

By the end of 2025 Q4, Alo Yoga will utilize digital marketing and influencer marketing to strengthen the community and boost engagement through various efforts. The online and offline communities will grow in terms of size and activities, which then transform into business conversion and customer loyalty.

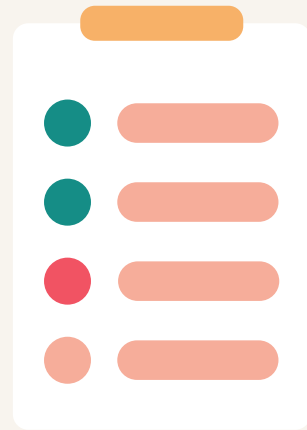


KPIs

- 10% increase in the types of online communities, 50% in size, and 20% in the number of active users
- Increase the number of UGC posts featuring Alo Yoga products by 15%
- Increase social media engagement rate by 20%

- 20% increase in customers who attend offline activities
- 15% increase in the size of offline communities

- The conversion rate improved by 15% more than current expectations
- 5% increase in the repeat purchase rate
- 10% increase in customer retention rate



Specific

WHAT:

- Strengthen the community strategies to boost **interaction and engagement** among both online and offline communities
- Build intimate **connections** with customers to improve their loyalty and boost conversions

WHY:

- Output unique **brand value**
- The era of **digital community**



Measurable

Analyze the data of Alo Yoga websites and Apps:

- Community Size
- Engagement Rates
- Customer Retention Rate
- Repurchase Rate
- Time on Site
- Bounce Rate
- DAU/MAU of Online Communities



Achievable

Great potential for a **fast-growing brand**:

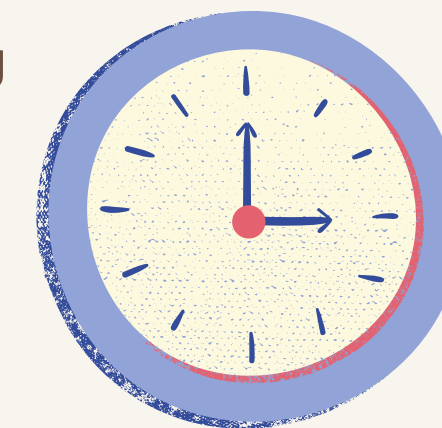
- Stable revenue growth
- Expansion of physical stores
- Strong social media presence
- Collaboration with celebrities and influencers
- Industry Recognition
 - Alo Yoga has been named to Fast Company's prestigious annual list of the World's Most Innovative Companies for 2021



Relevant

Unique Community Strategy:

- Brand value and brand mission
 - Inspire wellness and create community, bring Yoga to the world
- UGC content - Alo blog
 - Inclusivity and diversity
- Collaborate with influencers and celebrities
 - Alo blog
 - Influencer marketing



Time-bound

- Be prepared: monitor different metrics and improve the community strategy timely
- Deadline: complete by 2025 Q4

Qualitative Insights

GOALS

- What is the motivation of joining the community?
- What type of community do the customers want? (workout instructions, gym classes, online communications, etc.)
- How to facilitate high-quality UGC content and boost engagement rate in the communities?
- What kind of influencers and celebrities do they prefer?
- For Alo blog, what kind of content do they want to see?
- For Alo club and yoga classes, do they have any advice for further improvement?

SURVEY QUESTIONS

- **Customer Classification:** based on weekly exercise frequency and exercise preferences and habits
- **Willingness** to join an online or offline community, or connect with like-minded individuals
- **Motivation:** share, obtain information, communicate with others, etc.
- **Behavior:** do you engage with Alo Yoga?
 - Yes - Where did you know about it? What is the frequency of posting and browsing? Which community did you join?
 - No - Why not? What kinds of services will motivate you to join a community?
- **Demographics questions**

TARGET AUDIENCE

- Focus on the primary (60%) and secondary (30%) target customers of Alo Yoga
- Try to convert existed customers into online community members and offline events participants
- General sports enthusiasts + people who want to exercise regularly but lack of motivation + people who want to join communities but lack of information

DISTRIBUTION

- **Online:**
 - Alo Yoga website & App
 - Social media platforms - specific target customers
 - Existed customers
 - Sports enthusiasts who already work out regularly
 - Those who want to keep fit but lack of motivation
 - Those who want to join communities but lack of information
 - Shopping websites: Amazon, Bloomingdales, Macy's, etc. Customers who buy/browse sport gears and appeals
- **Offline:**
 - Alo Yoga retail stores: posters/QR code/discount activity
 - The offline events of Alo Yoga communities

Dashboard Design

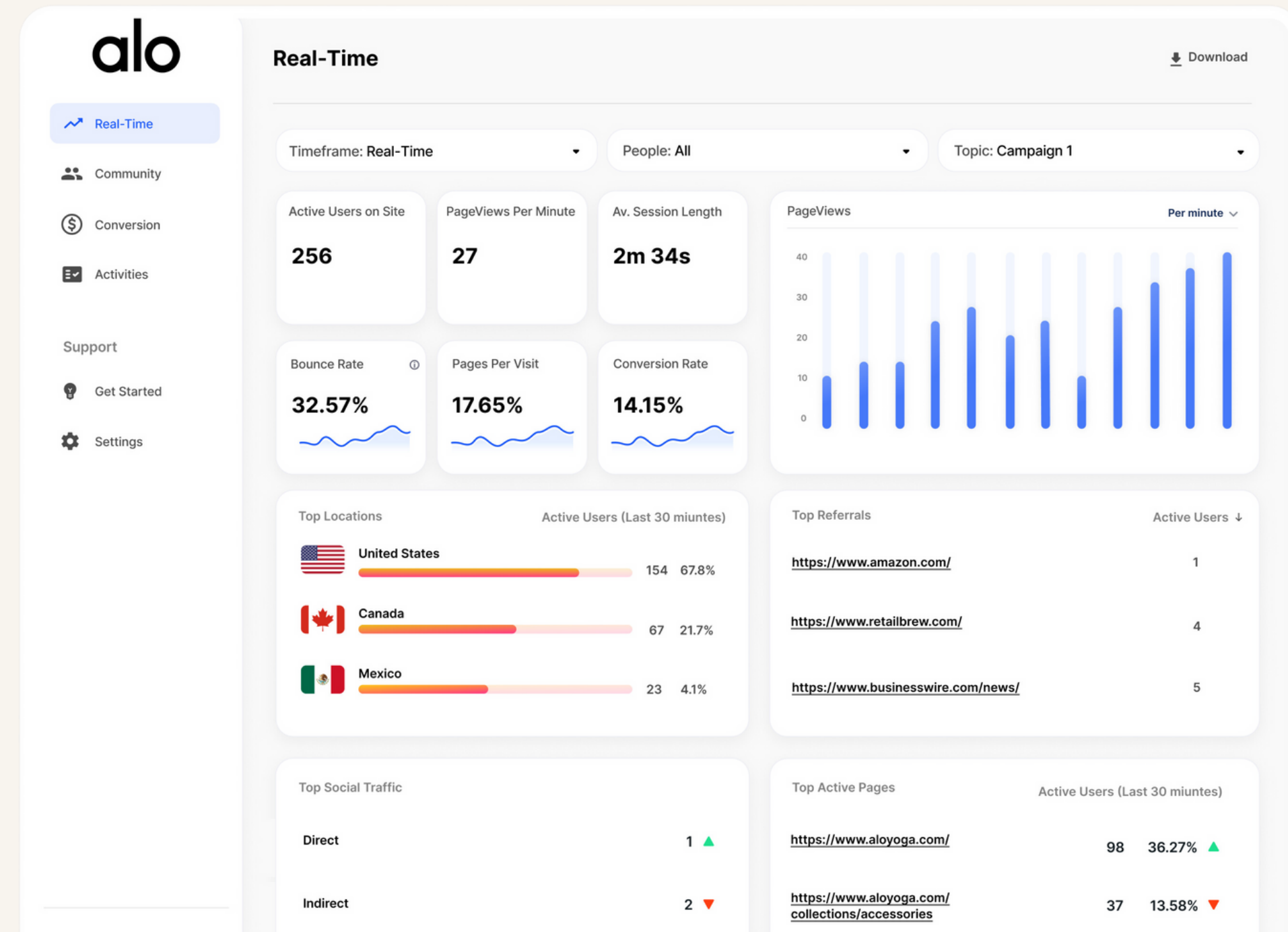
Section 1: Real-Time Monitoring

- **Key Metrics:**

- Active users on site
 - PageViews per minute
 - Average session length
 - Bounce rate
 - Pages per visit
 - Conversion rate
 - Top locations
 - Top referrals
 - Top social traffic
 - Top active pages
- Gathering and analyzing data allow us to uncover valuable insights, such as identifying which social media channels attract the most users and which referral websites present opportunities for deeper collaboration in the future.

KPIs

- An average of 7k participants per online campaign
- The total amount of discussions on relevant topics reach 80k per event on social media platforms



Dashboard Design

Section 2: Community

- **Community Size:**

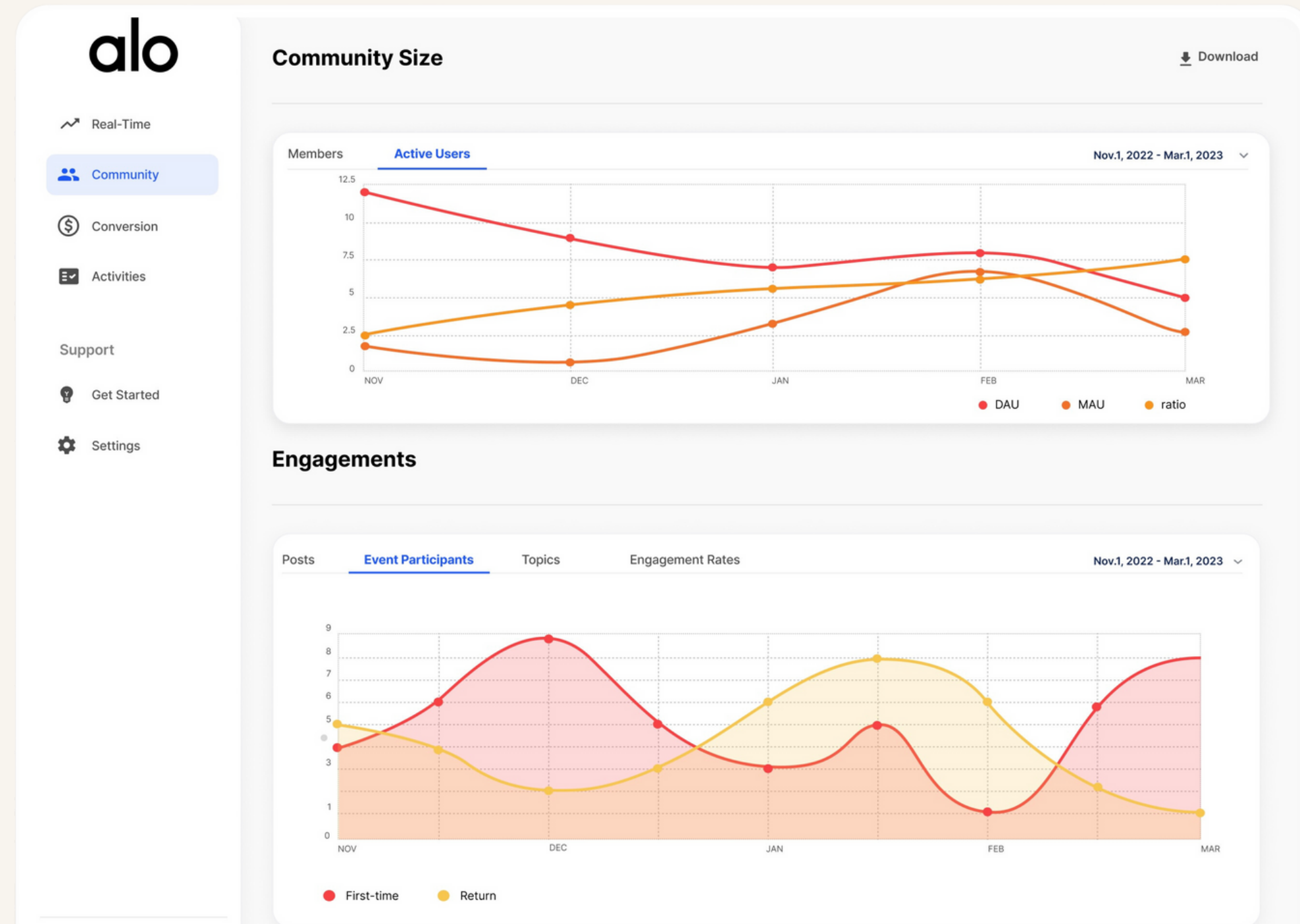
- DAU/MAU - measure the retention rate, which can contribute to product improvements
- New/active members - user acquisition

- **Engagements:**

- By exploring both topics and post sections, we can identify which kinds of events can attract more users
- UGC > PGC, promote content from users to accelerate the community-building process

KPIs

- The total amount of online community members > 300k
- Online community MAU > 30k, 7-day retention rate > 15%
- The general engagement rate > 15%



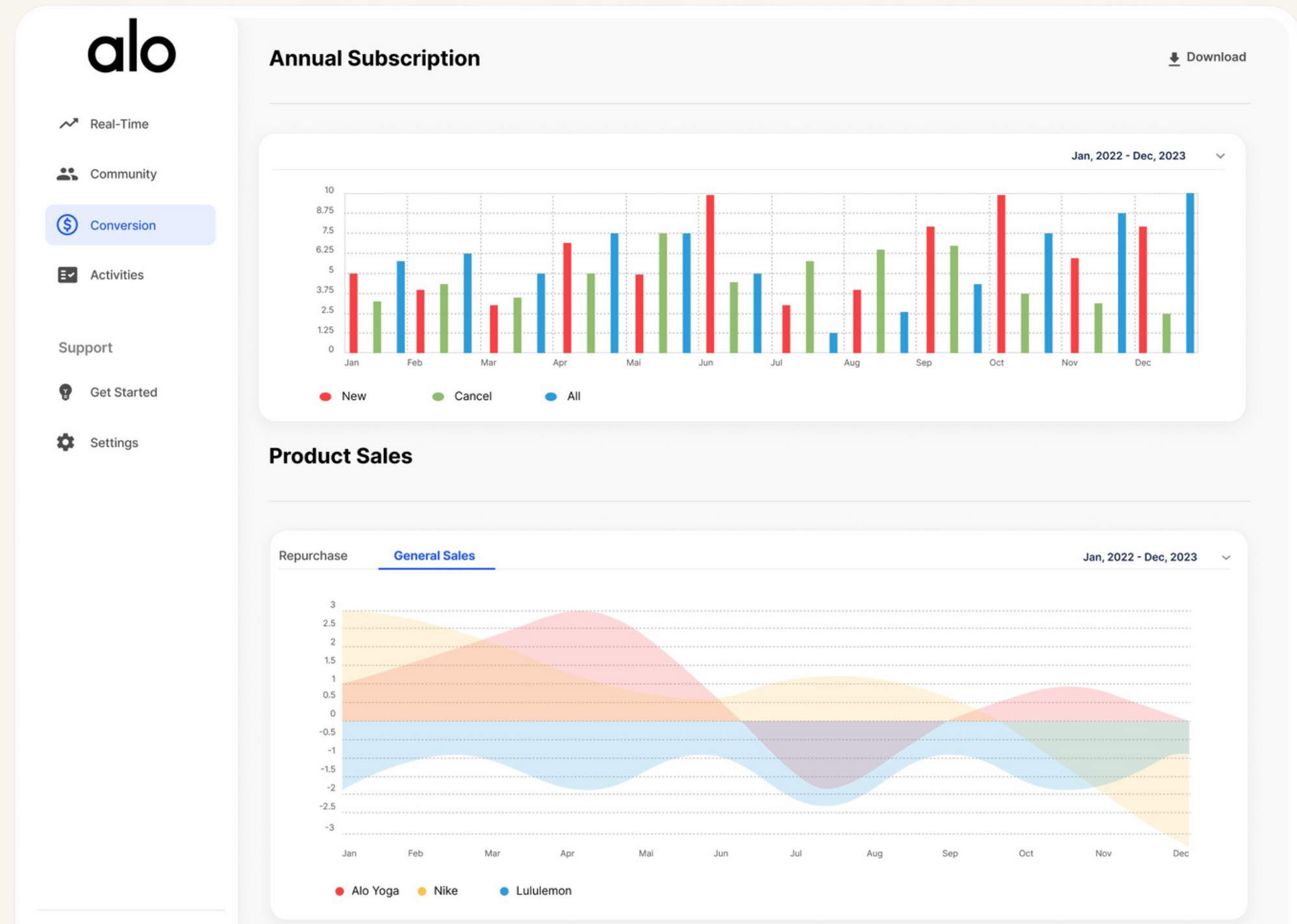
Dashboard Design

Section 3: Conversion

- **Annual Subscription:**
 - By monitoring the cancellation rate, we can obtain insights about customer satisfaction with products/services for further improvement
 - track growth & churn rate
 - refine marketing & sales strategy
- **Product Sales:**
 - Identify trends in customer demand: seasonal/regional variations
 - Evaluate pricing strategy

KPIs

- The number of annual subscriptions increased by 15%
- The general sales increased by 13%
- repurchase rate increased by 15%



Suggestions

- Utilize paid marketing to promote community events and activities to target specific audience
- Prioritize Instagram and TikTok for publicity, improve social media marketing strategy to generate more UGC content, and cooperate with influencers to promote engagement and loyalty
- Track engagement rates over time and adjust content strategy to increase engagement
- Monitor referral traffic to measure how many people visit the website from social media or other external sources to drive more traffic
- Promote different types of community events and focus more on pressure-relieving exercise

Limitations

- **Persona:** difficult to reach Gen X and baby boomers generation
 - [Use other marketing strategies, such as shopping mall pop-ups](#)
- **The Dashboard and Analysis:** not able to differentiate types of online communities
 - [use surveys and focus groups to understand customer behavior, analyze user data, and use third-party research](#)
- **The SMART GOAL & KPIs:** hard to determine the exact conversion generated by certain communities and events
 - [Conduct surveys to track the purchase and repurchase behavior of community members \(online+offline\)](#)

Reference

*Thanks for
listening
;D*

E-commerce revenue analytics aloyoga.com, aloyoga.com revenue. Retrieved from <https://ecommercedb.com/store/aloyoga.com>.

Alo Yoga Revenue and competitors, ALO Yoga: Revenue, Competitors, Alternatives. Retrieved from https://growjo.com/company/ALO_Yoga.

Alo Yoga - Company Profile and News. Bloomberg, 2022. Retrieved from <https://www.bloomberg.com/profile/company/1834791D:US>

Alo Yoga - Market Share Insights and Trends. Data Bridge Market Research, 2021. Retrieved from <https://www.databridgemarketresearch.com/reports/global-aloyoga-market>

Alo Yoga - Revenue, Sales Growth, Competitors, and Industry Analysis. Owler, 2022. Retrieved from <https://www.owler.com/company/aloyoga>

Alo Yoga - Market Size, Share, Trends and Forecast to 2027. Allied Market Research, 2021. Retrieved from <https://www.alliedmarketresearch.com/aloyoga-market-A10992>