

Case Study

Audience: Public, local, nationwide, worldwide. Bike Enthusiasts.

Challenge: After suffering through five other email marketing companies, Supergo Bike Shops, one of the nation's largest, wanted a hassle-free, easy-to-use system with which they could send HTML emails and track the net profit of their campaigns.

Solution: Supergo's web developer, A Far Site Better, partnered with BlueHornet to provide the following solutions for Supergo:

Supergo's "Mass Mail" Module - This proprietary module developed by A Far Site Better allows Supergo's to completely set up their terrific looking weekly emails all in their site's back-end admin tool. Then, with the click of a mouse, it generates perfect HTML that integrates flawlessly with Blue Hornet's Echo System.

Supergo's "True ROI" Module - This proprietary module developed by A Far Site Better not only shows how many people clicked on a link and how many of those people purchased, it also gives the exact net profit of the campaign. It derives this figure by automatically deducting the real cost of goods, shipping and even the very affordable cost of Blue Hornet. Blue Hornet's available tracking gives Supergo the perfect "double check" which justifies their click through rate almost 400% higher than the industry average!

Results - "BlueHornet's system was an instant hit. AOL and text versions were easy to generate and each were sent to the correct recipients in our mailing list. For the first time ever there were no errors and no complaints! Importing new subscribers was intuitive, instantaneous and very easy! Blue Hornet's reporting features made it simple to see relevant quick stats without ever having to refer to cumbersome web logs.

Testimonial - "The best part is that the customer service people were always helpful and actually easy to access, though I'll admit, we haven't needed them much. Blue Hornet's product works so well, and so consistently that customer service is almost unnecessary. However, from our few dealings with them, be it a problem or a new feature request, they are always there. That alone is worth the price.



Supergo Bike Shops website navigation: Home, login, SHOP, our stores, e-cards, help/FAQs

Need an easy answer when family & friends ask what to get you for the holidays? Just email them your Supergo.com wishlist! A free service for registered users, our wishlist feature allows you to collect the items you want and email it to anyone, making holiday gift giving easy and convenient.

Don't Forget Online Gift Certificates!
The easy way to be sure they'll get exactly what they want, online gift certificates from supergo.com are always a popular gift, and available in values of \$25, \$50, \$75, \$100, or \$200. [Click here for more info!](#)

New In-Store Only Bike Price Reductions!
You must mention this email when visiting our stores to take advantage of these incredible deals!
-2002 Cannondale Gemini Freeride - MSRP \$2000, Sale \$1999 - Med, Lg only
-2002 Cannondale R400 Road - MSRP \$739, Sale \$549 - 52, 56, 58cm only, not avail. in Chandler
-2002 Cannondale F400 MTB - MSRP \$917, Sale \$599 - Small only
(note: In stores only. Available in all stores except Santa Monica. Limited to stock on hand.)

Hot New Online Deals!

Item	price	description
Supergo F18 Heart Rate Monitor	\$39.95	Unprecedented value in the ultimate training tool: a top-quality wireless heart rate monitor for less than \$40! Training with a heart rate monitor is one of the safest, easiest, and most effective ways to get the most out of any workout, maximizing your benefit! 11 functions, with intuitive controls and the easy-to-read LCD display. Includes handlebar mount!
Supergo WL9 9-Function Wireless	\$29.95	Affordable wireless technology that's easy to install and even easier to use! A full complement of functions gives you instant feedback and records ride data so you can monitor your progress, and the wireless design means there are no wires to break or tangle. The extra-large LCD display is easy to read and its unisex design is compatible with road & MTBs.
Wayless 2003 67 Freeride	\$695.00	Factory direct freeride! The Wayless 67 is an affordable and North Shore-tested freeride machine with 0" to 7" of adjustable rear travel, Easton RAD aluminum tubing, a RockShox Pro Delux rear shock with adjustable compression and rebound damping, and freeride-optimized geometry for high speed stability! Triple chaining compatible.
Wayless 67 Freeride w/Boxer Race Kit	\$1,095.00	Factory direct freeride! The Wayless 67 is affordable and North Shore-tested, with 0" to 7" rear travel, Easton RAD aluminum tubing, RockShox Pro Delux rear shock, and freeride-optimized geometry for high speed stability! Triple chaining compatible.