



Brand Overview

Rollerblade was founded in 1980 by two hockey-playing Minnesota brothers. Through the years, Rollerblade has achieved several industry firsts, such as the use of polyurethane boots and wheels, metal frames, dual bearings, and heel brakes. Their brand mission is to inspire people to move freely on wheels. The company now distributes products in over 72 countries worldwide.

Opportunity

Rollerblade and Spreetail have been partners since May 2019. Before partnering, Rollerblade was highly successful on brick and mortar channels with a healthy mix of online sales from Amazon. There was an opportunity to get the brand onto more ecommerce channels while growing visibility and awareness from their target customer.

Spreetail's Solution

- Launched the brand on new, key marketplaces including Target and Walmart.
- Grew product assortment by adding new SKUs based on demand from new channels' audiences.
- Managed distribution and inventory levels while seeing unprecedented demand for Rollerblade in 2020-2021 from the COVID pandemic.
- Ran multiple ad campaigns, including sponsored display and sponsored product ads on Amazon, Target, eBay, Walmart, and Home Depot.

Sales Channels Launched by Year



Results

- ✓ New (non-Amazon) sales channels brought in 26% of Gross Merchandising Value (GMV) in 2021.
- ✓ After riding pandemic-spurred growth in 2020, Spreetail continued to capitalize on the momentum, seeing GMV increase by 17% from 2020 to 2021 YTD.
- ✓ Grew annual order value and added new SKUs – in 2021 Spreetail sold 1700 SKUs that were new to inventory that year.
- ✓ 2021 advertising campaigns brought in almost 50 million impressions, over 100 thousand clicks and performed with an 8.5:1 Return on Ad Spend (ROAS).