



How Fila Built a Signal-Led Engine for Cross-Sell and Repeat Engagement

Fila is one of the world's most recognised sportswear and lifestyle brands, known for footwear, apparel, and athleisure products that blend performance with everyday style. As part of **Metro Brands' digital portfolio**, Fila had a clear opportunity: to use customer-interest signals more intelligently across channels and guide users toward stronger repeat engagement and higher basket value.

The Focus

Turn every click, category signal, and product interaction into a sharper next step.

The Approach

Not every user needed the same campaign, some needed a reminder, some a product nudge, some a WhatsApp follow-up.

The Engine

WebEngage helped Fila build a lifecycle motion around interest signals, from SMS-first engagement to WhatsApp retargeting, recommendations, and apparel cross-sell.

FILA



FILA

Fila moved toward an engagement model where user actions shaped the next message.

A click was no longer just a click.

It became a **signal for retargeting**, identifying active interest and separating engaged users from passive audiences.

A footwear purchase was no longer the end.

It became the **entry point for apparel cross-sell**, the beginning of a broader catalog journey.

A browsing session was no longer standalone.

It became **part of a time-bound drip journey**, maintaining continuity across the purchase window.

This helped Fila bring more structure to three key areas:

1

**Repeat
Engagement**

2

**Cross-Channel
Retargeting**

3

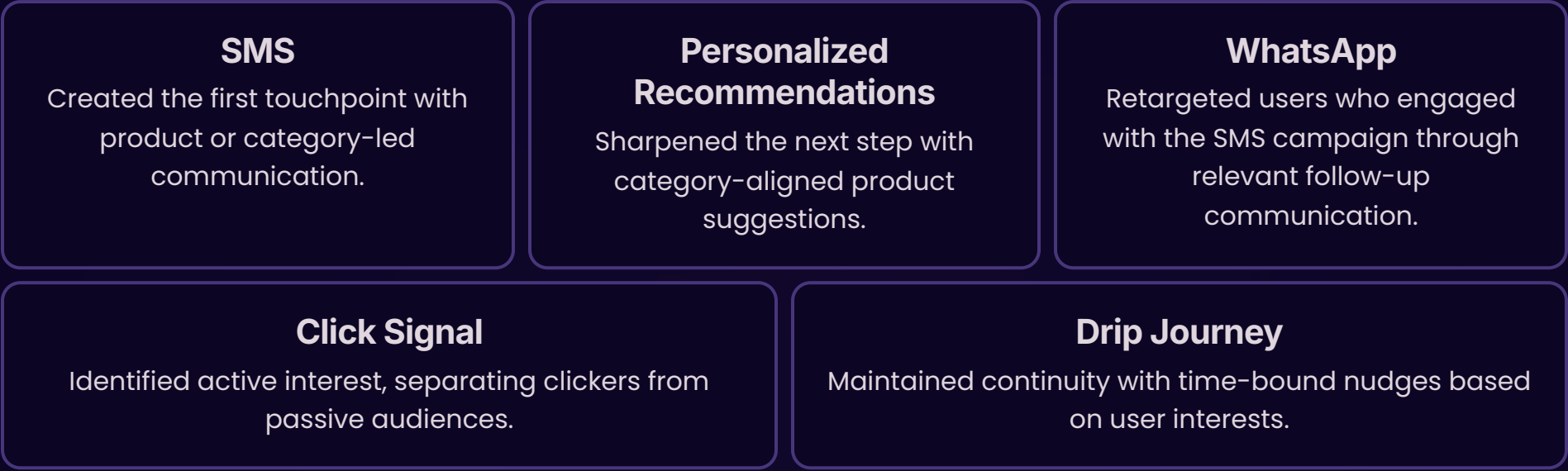
**Apparel-Led Basket
Expansion**

4

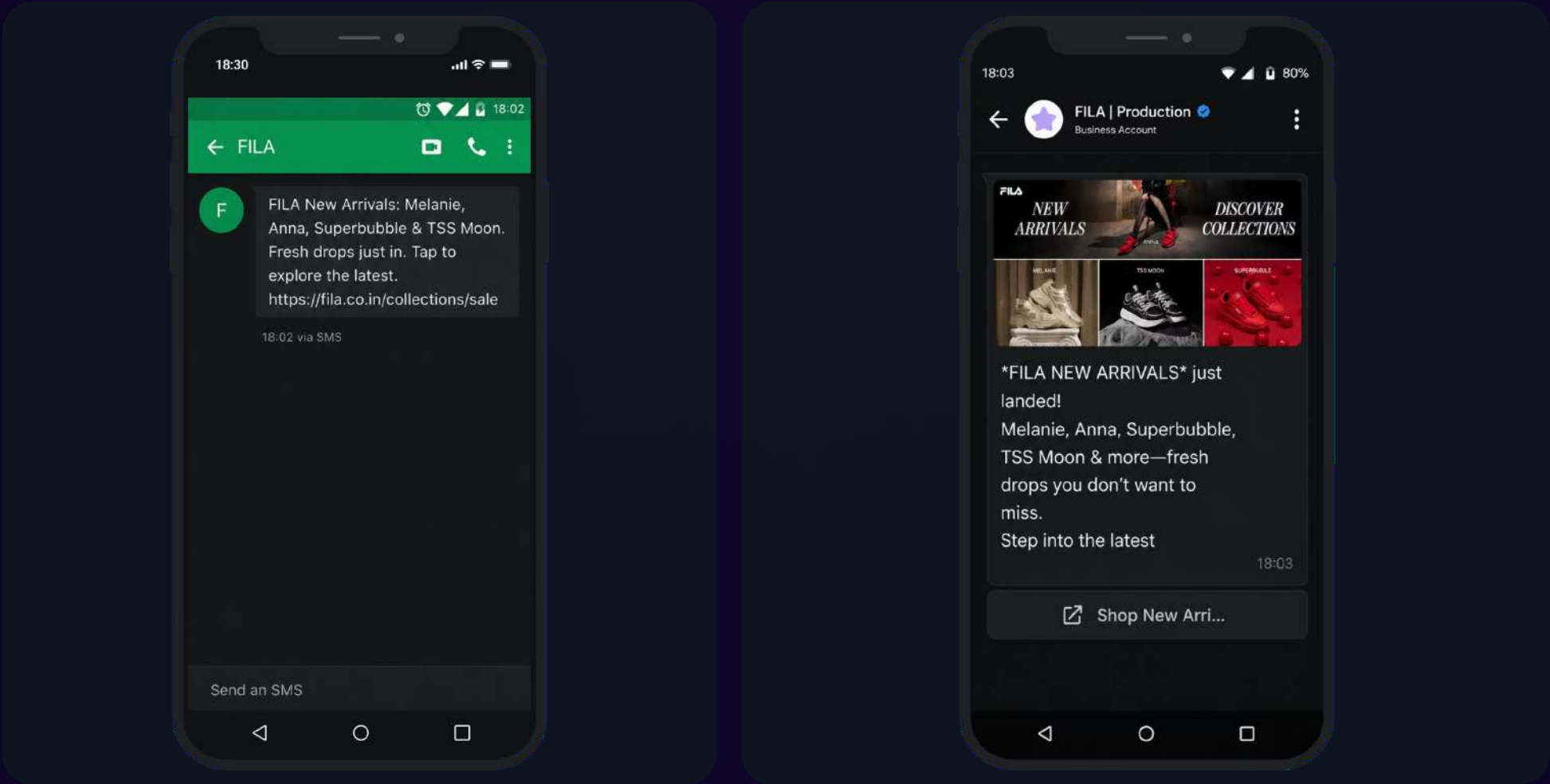
**Preference-Led
Recommendations**

The Signal-to-Sequence Model

WebEngage helped Fila build journeys that responded to user behaviour across channels. Every next message was based on a prior action, making the journey more efficient and more relevant.



Every next message was based on a prior action — making the entire journey more efficient and purposeful.





Cross-Sell Became the AOV Lever

Fila's catalog had a natural cross-sell opportunity.

Footwear buyers were already showing strong purchase intent. The next step was to guide them toward relevant apparel and lifestyle products.

WebEngage helped Fila introduce an apparel cross-sell into the journey, making the broader catalog more visible to users already engaging with footwear.

This helped move the basket from a single-category purchase to a more complete Fila lifestyle purchase.

3.6x

Growth in Apparel Sales Share

Driven by footwear-to-apparel cross-sell journeys — this became one of the most significant measurable outcomes of the programme.

Personalisation Made Every Follow-Up More Relevant

The click rate improvement came from greater relevance. Fila used personalised recommendations to align each follow-up with the user's demonstrated interests.

Collections added precision by using last purchase behaviour, size preference, and colour affinity to recommend similar products.



Shoe Buyers

Saw relevant apparel and complementary products aligned to their footwear purchase context.



Campaign Clickers

Received follow-ups based on the specific category they engaged with in the original message.



High-Intent Users

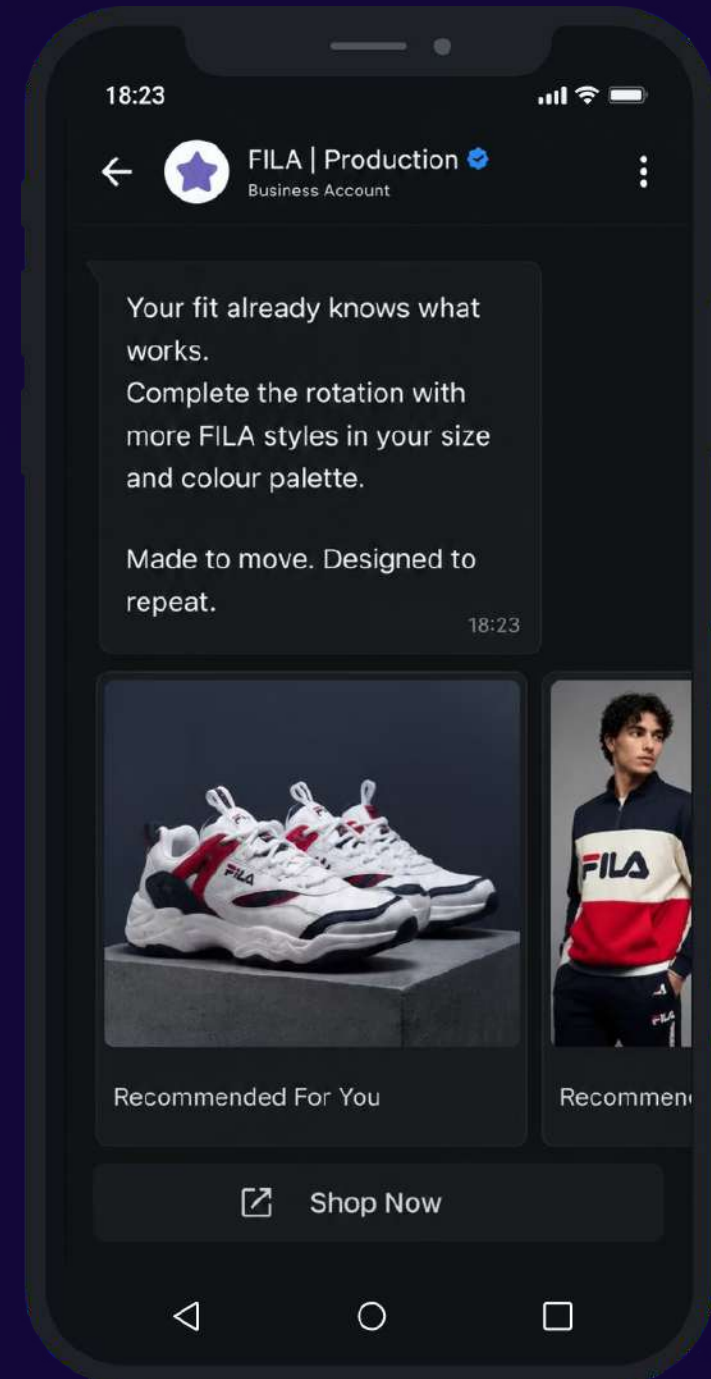
Entered time-bound journeys with stronger reminders calibrated to their purchase window.



Repeat-Ready Users

Saw collections-led recommendations designed around their next purchase occasion.

The result was a more useful customer experience and a more focused engagement model for the brand.



Timing Turned Interest Into Repeat Engagement

The journeys were built around timing, interest, and user response. Instead of a one-time push, Fila used drip logic to keep users engaged across the purchase window.

User Segmentation Criteria

What they clicked

Category and product-level click signals captured from SMS campaigns.

How recently they engaged

Recency shaped the urgency and frequency of drip nudges.

Which category they showed interest in

Footwear, apparel, or lifestyle, each triggered a different path.

Whether they purchased footwear

Purchase events unlocked the apparel cross-sell sequence.

Whether apparel cross-sell was relevant

Catalogue affinity determined which products entered the recommendation layer.

Whether they were inactive

Users with no session or purchase activity in the last 120 days were moved into reactivation journeys.



How Channels Activated Each Signal



SMS

Identified interest and created the first touchpoint in the lifecycle.



WhatsApp

Deepened engagement with clickers through more relevant follow-up communication.



Recommendations

Guided discovery with category-aware, personalized product suggestions.



Drip Campaigns

Kept the journey active across the full purchase window with time-bound nudges.



Winback Journeys

Reactivated users who had no session or purchase activity in the last 120 days.



Overall Impact

Fila saw stronger uplift across AOV, cross-sell, and journey-led engagement — with measurable results across every key metric.

~66%

AOV Uplift

Driven by sharper cross-sell journeys and more relevant follow-ups across the lifecycle.

~2x

AOV Peak vs Baseline

Showing the upside of interest-led engagement and basket expansion at its highest point.

3.6x

Apparel Sales Growth

Powered by footwear-to-apparel cross-sell journeys introduced into the lifecycle engine.

Higher Repeat Engagement Quality

Built through SMS-first outreach, WhatsApp retargeting, and time-bound drip journeys working in sequence.

Improved Click Quality

Driven by personalized recommendations and sharper product relevance aligned to user behaviour.



How Fila Made Every Signal Count

Fila's engagement model became more signal-led. Together, WebEngage and Fila turned customer interest into a repeatable lifecycle system designed for higher basket value, sharper retargeting, and stronger repeat-purchase momentum.

Clicks became retargeting triggers.

Every click was captured as an intent signal and used to initiate a more relevant follow-up sequence.

Footwear purchases became cross-sell opportunities.

Purchase events unlocked apparel journeys, expanding the basket beyond a single category.

SMS became the first intent marker.

The channel that opened the conversation and identified who was ready to engage further.

WhatsApp became the follow-up layer.

Active users received deeper, more personalized communication through a higher-engagement channel.

Drip journeys created continuity.

Time-bound nudges kept users engaged across the full purchase window, not just at a single moment.

Recommendations became personal and category-aware.

Product suggestions were aligned to behaviour, campaign engagement, and purchase context — making every message more useful.

Inactivity became a reactivation signal.

Users with no session or purchase activity were moved into timely winback journeys.

Together, WebEngage and Fila turned customer interest into a repeatable lifecycle system — designed for higher basket value, sharper retargeting, and stronger repeat-purchase momentum.

The Brand Team Talks



**Shuchi Singh | Vice President,
E-Commerce, Fila - Metro
Brands**

At Fila, the priority was to make digital growth more repeatable across categories. We wanted to understand where demand was building, which product lines had stronger cross-sell potential, and how to guide customers toward their next purchase with greater relevance. WebEngage gave us the structure to connect lifecycle engagement with category growth, repeat behavior, and basket expansion.



**Rohit Shiva | D2C Head-
Ecommerce, Fila - Metro
Brands**

As Fila's D2C business scaled, we needed engagement to become sharper, more responsive, and more connected to customer behaviour. WebEngage helped us build that operating rhythm. We could use interest signals across SMS, WhatsApp, recommendations, and drip journeys to make every follow-up more relevant and every campaign more purposeful



**Arti Gardas | Deputy
Manager - D2C Analyst, Fila
- Metro Brands**

For us, the value came from being able to read customer signals more clearly and act on them faster. WebEngage helped us connect clicks, purchase behavior, inactivity, and category interest into sharper segments, making our campaigns easier to measure, optimize, and link back to business outcomes.