

attentive®

How 6 Retail & E-Commerce Brands Use Text Message Marketing



Intro

Shoppers are eager to connect with their favorite brands via text messaging. With 58% of consumers wanting to hear from brands via SMS multiple times per week, marketers need to be ready to take advantage of this powerful communication channel.

Text messaging lets retail & e-commerce brands to seamlessly connect with their audience. Whether it's automating engagement with triggered messages or creating a fun scavenger hunt, you can tailor your SMS marketing strategy based on your goals.

SMS is a top performance marketing channel on its own, made even more powerful when you integrate it with your existing tech stack. Learn how six leading retail & e-commerce brands use text messaging from Attentive to driving results like 25x+ ROI.



Case Studies

1. Supergoop!
2. Dolce Vita
3. Groove Life
4. Pura Vida Bracelets
5. Rainbow
6. Anastasia Beverly Hills



About Supergoop!

Founded in 2007 by Holly Thaggard, Supergoop! is the first protective skincare brand that puts sunscreen at the forefront of everything, making it easy and fun to incorporate SPF throughout your skincare routine. Every. Single. Day.

Challenge

Supergoop! was looking for an engaging way to directly communicate with its audience of mobile-first shoppers. Not only did Supergoop! want to feature its products, but it also wanted to build brand awareness and educate consumers about the importance of sun protection.

Solution

Partner with Attentive to engage with Supergoop! shoppers in a familiar way using text messaging. Educate, drive sales, and create a new channel for two-way, real-time interactions with subscribers.



Supergoop!: Be balanced...in everything down to your SPF routine. There's a time and place for all types - chemical or mineral, lotions or sprays, primers or powders. Learn what's right for you: <https://supergoop.attn.tv/I/A4b>

167%

YoY subscriber growth

11.5%

CVRs on one-time marketing

"The great thing about Attentive is that we can be flexible with our different testing and messages—and pivot depending on what we see has the most impact."

Supergoop!

Caroline Homlish
VP, Direct-to-Consumer

Strategy

Supergoop! drives opt-ins for its text messaging channel using Attentive's "two-tap" sign-up on its mobile website, collecting email addresses and phone numbers simultaneously. Supergoop! also includes sign-up creatives on its desktop website to drive opt-ins no matter the device used. After subscribers join, they receive an automated series of "welcome" messages.

Another way Supergoop! uses its text messaging channel is to reward "VIP" mobile shoppers with exclusive offers and first access to new products, limited-time offers, seasonal messages, and brand awareness. Text messaging subscribers also receive individualized reminders about available coupon codes or recently abandoned carts.

Results

Supergoop! has partnered with Attentive since November 2017 and continues to grow its list of text messaging subscribers—with 167% growth YoY. Overall, Supergoop!'s text messaging program has delivered 29x+ ROI. On average, its one-time marketing messages drive 11.5% conversion rates.



About Dolce Vita

Dolce Vita is a women's footwear brand founded in 2001. Known best for their boots, sneakers, heels, and sandals, Dolce Vita prides themselves on having something for everyone—whether your style is rocker, bohemian, or trendsetter, they have it all.

Challenge

Dolce Vita set out to grow their SMS subscriber list ahead of the busy holiday season. They wanted to ensure that their new subscribers stayed engaged during the holidays and well into 2021.

Solution

To keep their new subscribers engaged and deliver a high return on their list growth strategy, Dolce Vita launched two "Season of Surprises" campaigns throughout December. Each day, the brand revealed a new discount that was exclusively for SMS subscribers. While they used this strategy to create excitement around the holiday season, this is easily transferable during the rest of the year, too.



Strategy

SEASON OF SURPRISES #1: DECEMBER 2-6

Dolce Vita sent six total text messages to their subscribers based on their local time. On the final day of Season of Surprises #1, Dolce Vita sent two texts—one in the morning and one in the evening. The morning text was sent to all subscribers to remind them that it was the last day of surprises. The evening text excluded anyone who had purchased in the last three days to avoid fatiguing any subscribers who had already shopped the sale.

SEASON OF SURPRISES #2: DECEMBER 20-26

Dolce Vita took learnings from the first campaign and extended their Season of Surprises #2 to seven days, sending nine texts total. Dolce Vita focused on segmentation and the element of surprise, giving subscribers a code, but not telling them what it was for until they checked out.

Dolce Vita went a step further with their final text message of the campaign dividing their list into three segments. They teased in the text message copy that they could receive “up to \$100 off,” but the subscriber wouldn’t actually know what discount they received until they applied it to their cart.

Dolce Vita: Day 2 is for 2 of your favorite sneakers. Get either (or both!) Zonya and Zolie for \$59.90 with code SNEAKERDUO, today only: <https://dolcevita.attn.tv/l/vTJ>

8.1%
average CTRs

6.9%
average CVRs

39%
more revenue driven
from Season of
Surprises #2 vs. #1

"It was great to see improved engagement with the second Season of Surprises campaign, showing we could send more messages without bombarding our audience. And something else to note: Historically, Christmas Day is not a good sales day for us. But this year, December 25 and 26 were two of our best days in that month. This campaign definitely contributed to that success."

dolce vita

Murphy McPherson
Marketing Director

Results

Dolce Vita saw great success with their second Season of Surprises campaign thanks to their learnings and adjustments from part one:

- 8.1% average click-through-rate (up from 6.8% in part one)
- 39% more revenue generated
- 57% more conversions

Season of Surprises | Part 1 vs Part 2

	SOS #1	SOS #2
Total # of Texts Sent	6	9
Average CTR	6.8%	8.1%
Average CVR	5.1%	6.9%
Revenue	-	39% more than #1
Conversions	-	57% more than #1



About Groove Life

Groove Life is the first active ring to engineer breathable "grooves" that allow your finger to breathe. Combine this with their comfort fit band, low profile, and lifetime warranty, and it's a no brainer. They serve people through their gear and inspire action through their adventures.

Challenge

For St. Patrick's Day, Groove Life needed a way to interact with their text messaging subscribers, but they didn't want to send a regular offer or one-time campaign message. The brand wanted to engage with existing subscribers through two-way conversational text messages and create a unique opportunity for new customers to subscribe to their SMS channel

Solution

Groove Life used Attentive's Two-Way Journeys to launch a fun and engaging keyword-driven scavenger hunt for St. Patrick's Day that engaged new subscribers and re-engaged existing subscribers. These messages helped subscribers learn about the brand and products while rewarding them with a unique offer at the end of the scavenger hunt.



Groove Life: Great golden shamrocks! Ya found the second answer!

Groove Life: Clue 3/4 — This succulent has spikes all over. It can sprout, but it's no 4 leaf clover
<https://groovelife.attn.tv/l/hqC>

ZEUS

Groove Life: Arg, good guess! Take another gander, CLICK THE LINK & find the clue on the page written in green
<https://groovelife.attn.tv/l/E0m>

6,000

new SMS subscribers over two-day period

30.8%

CVR on final text with coupon code

15x

ROI driven from the conversational text campaign

"It was one of the highest sales days we've had this year. From a return on investment perspective, the message we sent to current subscribers saw a 5x ROI. Overall, this campaign drove a 15x ROI. We had no idea what would happen, but this campaign achieved our goal and drove really great results. It definitely has us thinking about other ways we can use conversational campaigns in the future."



Bryant Garvin
CMO

Strategy

Groove Life saw a major opportunity to drive new SMS subscribers by launching custom sign-up units promoting their St. Patrick's Day scavenger hunt. Instead of incentivizing potential SMS subscribers with a discount, Groove Life encouraged them to "Join the Hunt" by signing up for text messages. During a two-day period, Groove Life drove over 6,000 new SMS subscribers.

Results

Of the subscribers who participated in the scavenger hunt, over 50% made it to the end. The final text messages that included their "pot o' gold" offer drove an 80.4% CTR and 30.8% CVR.

Keyword	CTR/CVR
Adventure	104.1% CTR
Alaska	103.5% CTR
Shamrock	105/1% CTR
Gold	80% CTR / 30.8% CVR
"Try again" keywords	CTRs : 74.5%-115.2%



About Pura Vida Bracelets

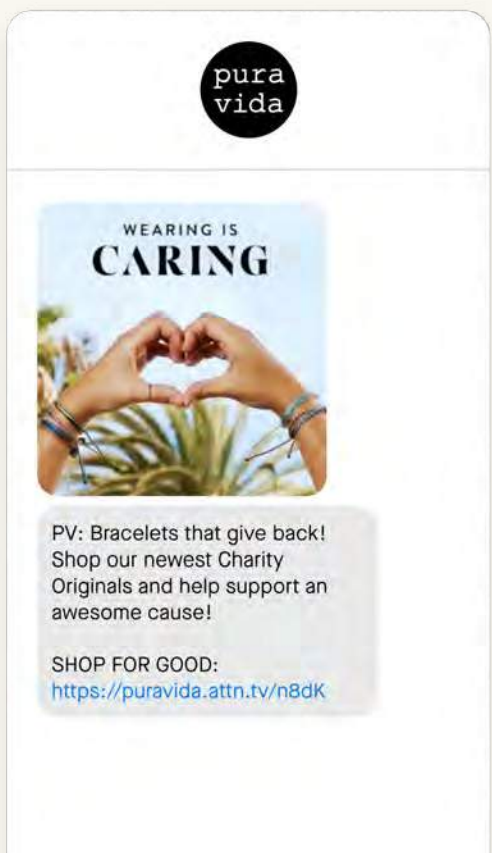
Founded in Costa Rica, Pura Vida Bracelets provides sustainable jobs to artisans worldwide and raises awareness for charities with products that give back. Over the last few years, the brand has partnered with more than 175 charities around the world to donate nearly \$2.2 million to causes its audience cares about.

Challenge

Pura Vida's audience—primarily Gen Z and Millennials—values authenticity from the brands they support. So, Pura Vida needed to ensure a consistent and authentic voice across all communication channels—from email and social media to text messaging.

Solution

Pura Vida's brand voice across email, its website, and social media informs the strategy for its text messaging channel. The brand ensures its text messaging content continues to build a culture for its brand by communicating about new products, sales, and the causes it helps support.



15x+

Overall program ROI

411%

Subscriber growth (9 months)

"Having a consistent brand voice matters and you should communicate using that voice to increase engagement—even in a text message. Test every aspect of your tone to fine tune it and understand what resonates with your subscribers. "OMG" may work for Pura Vida Bracelets—identify your brand's "OMG."

puravida
LIVE  FREE

Griffin Thall
CEO & Co-Founder

Strategy

Pura Vida Bracelets used A/B testing from Attentive to understand what types of offers and discounts resonate best with its subscribers. Pura Vida also used its text messaging channel to communicate with subscribers about the many different causes it helps support.

For example, the brand launched bracelets around Stand Up to Cancer, Wildlife, and Feeding America, with a certain percentage of proceeds going to each respective charity or foundation. For Feeding America, the brand pledged to donate \$1 from every order in April—with a goal of \$200,000, or 2 million meals. Pura Vida extended this mission to all communication channels, including text messaging.

Results

Overall, Pura Vida Bracelets has driven 15x ROI through its text messaging channel. The brand was able to quickly grow a list of subscribers by 411% over 9 months using Attentive's various [list growth tools](#), allowing Pura Vida Bracelets to instantly communicate with its shoppers.



About Rainbow

Rainbow is a lifestyle brand offering a selection of on-trend clothing, shoes, and accessories for women and children. With over 1,100 store locations in the United States, Puerto Rico, and US Virgin Islands, as well as RainbowShops.com, Rainbow helps shoppers achieve the perfect style, right when they need it.

Challenge

Rainbow, who sees 80% of digital revenue coming from mobile devices, needed a more effective way to reach shoppers where they spend the majority of their time: on their phones.

Solution

Partner with Attentive to reach mobile shoppers with relevant and timely updates through text messaging. Quickly scale a new performance marketing channel.



Rainbow: Want to know the secret to a perfect outfit? Our rompers! One & done and you're ready to go!
<https://rainbow.attn.tv/4rT>

Cool, I'll check them out! 🍷

200X+

ROI of triggered text messages

65X+

overall SMS program ROI

477%

subscriber growth YoY

"When we transitioned our welcome series to go from email-first to text-first, revenue went up 6x, coupon redemption doubled, and it continues to be a huge driver of traffic for us every time we send a message."

Rainbow

David Cost
VP of E-Commerce and Digital Marketing

Strategy

Rainbow drives text messaging opt-ins with Attentive's "two-tap" sign-up on its mobile website with various sign-up creatives that the Attentive team helps design. After a subscriber joins Rainbow's text messaging program, they receive an automated welcome message, which sees up to 78% CTRs.

Rainbow sends text messages to mobile subscribers to alert them of limited-time promotions, holidays, seasonal-specific product items, and individualized reminders about recently abandoned carts, which have seen conversion rates of 25%+.

Results

Year-over-year, subscribers have grown 477%, with an opt-out rate of less than .3%. For Rainbow's mobile-first (and sometimes even mobile-only) audience, text messaging has proven to be an extremely effective direct marketing channel, with 15%+ CVRs on automated messages such as welcome offers, and 25%+ CVRs on cart abandonment reminders. Overall, Rainbow has seen 65x+ ROI since implementing a personalized mobile messaging channel.



About Anastasia Beverly Hills

Anastasia Beverly Hills, also known as ABH, is an American cosmetics company best known for its eyebrow products. ABH products are available at anastasiabeverlyhills.com, Sephora, Nordstrom, ULTA, Dillard's, Macy's, and select retailers in over 25 countries.

Challenge

ABH needed a new direct way to reach its customers with updates like product launches, deals, product restocks, seasonal offers, and more. ABH was also looking for new ways to grow its list of text messaging subscribers by leveraging its massive social following, specifically on Instagram, where the brand has over 20M followers.

Solution

Partner with Attentive to communicate directly with ABH customers using text messaging, creating a new, top-performing revenue channel that drives both customer acquisition and retention.



ABH Cosmetics: Restock Alert!
The Nicole Guerriero Glow Kit is
Back! Shop Our Fave Glow Kit For
a Limited Time Only:
<https://abhcosmetics.attn.tv/l/kw>

42x+

overall SMS
program ROI

250%+

subscriber growth
(9 months)

87.5%

CTR on welcome
messages

"This type of a message is so effective because once you set up the rules and the messages, it automatically sends based on a customer's behavior on our site—meaning no extra effort on our end."

ANASTASIA
BEVERLY HILLS

Vivian Weng
SVP of Digital and E-Commerce

Strategy

ABH drives text messaging opt-ins on its mobile site using Attentive's seamless "two-tap" sign-up solution. When a new subscriber signs up for the brand's mobile messaging program, they receive an automated series of welcome messages, including a coupon for 15% off.

ABH also uses Attentive's Instagram Stories swipe-up feature to seamlessly reach its dedicated Instagram followers, and turn them into text messaging subscribers. The brand offers these subscribers the same 15% offer as those who convert via ABH's mobile site.

ABH also uses its text messaging channel to help recover otherwise lost revenue by sending triggered messages, such as abandoned cart reminders. When a customer leaves the brand's website before purchasing the items in their cart, ABH sends a helpful text message reminding the shopper to complete their checkout.

Results

ABH's text messaging program has delivered an overall ROI of 42x—from a combination of one-time marketing messages and triggered messages. This value is spread across the entire customer journey, with welcome messages seeing an average 87.5% click-through rate. Over a nine-month period, ABH has grown its subscribers by over 250% using Attentive's various sign-up methods, like "two-tap" sign-up and Instagram Stories swipe-up.

Conclusion

Attentive® is the most comprehensive text message marketing solution, driving 20.5% of total online revenue for businesses by creating thoughtful SMS experiences. Using real-time behavioral data, Attentive automatically sends engaging text messages to each subscriber at every step of the customer lifecycle.

Over 5,000 leading businesses like CB2, Urban Outfitters, Steve Madden, TGI Fridays, Jack in the Box, Baked by Melissa, and more rely on Attentive and see strong performance, like 30%+ click-through rates and 25x+ ROI. Visit www.attentivemobile.com to learn more and request a demo.



**Want to launch your own personalized
text messaging channel?**

[Request a Demo](#)