nemoa

Spring Summit 2024
April 16-18, 2023
Encore Boston Harbor, MA

How to Leverage Text Messages to Build and Engage Your Audience
Stephanie Stopka

Discover a new marketing channel built for retail & e-commerce

Make SMS your **top sales driver** and the center of your CRM

Overall Goals

- Understand the **objectives** of executing an SMS marketing campaign

- Demonstrate the **ease of set-up** and discuss timelines

- **Build** an audience with effective **targeting** and messaging

- Outline the **text workflows** and how they integrate with other marketing channels

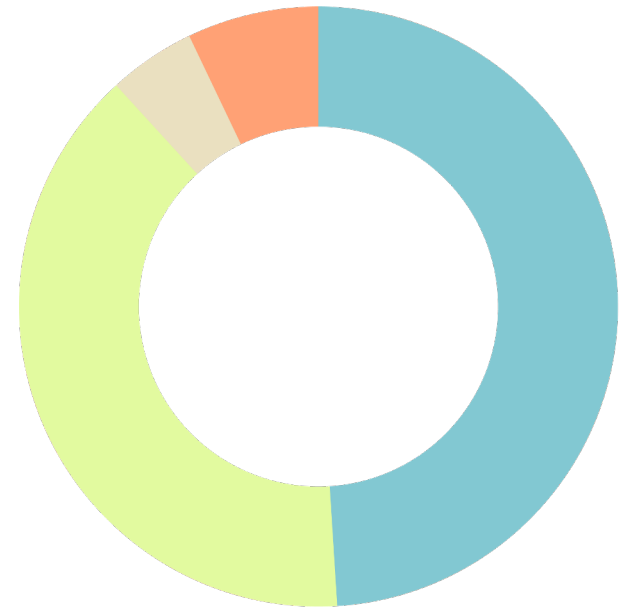- Discuss **results, lessons learned, and advice** for those looking to implement
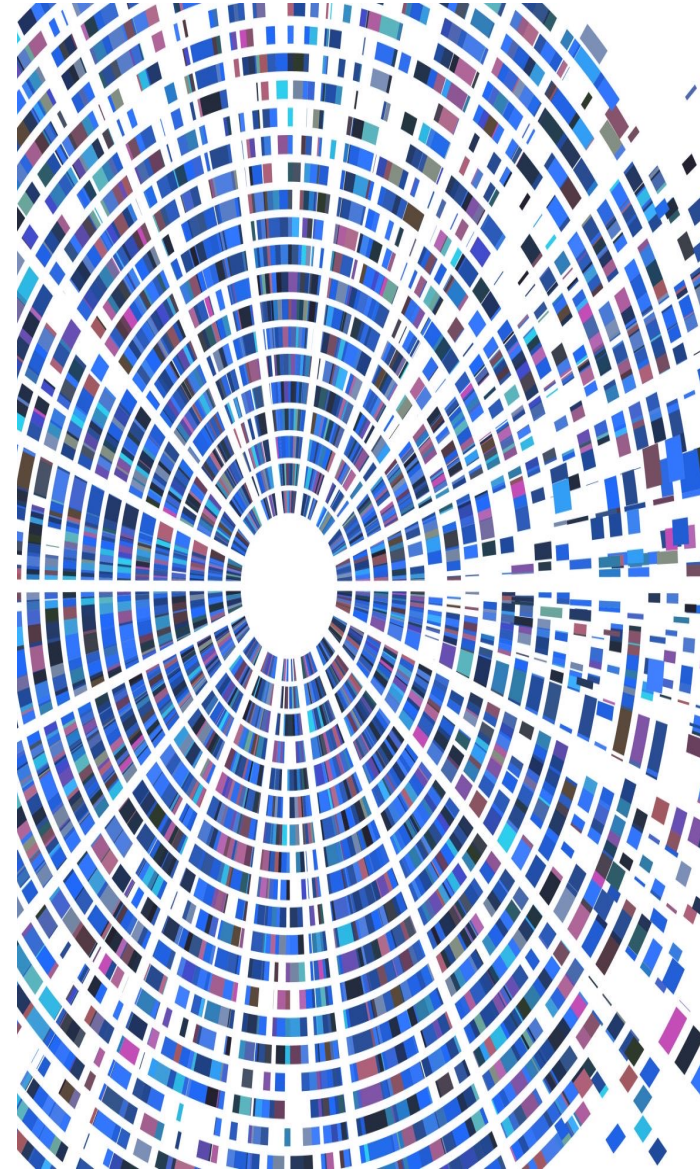
Over 90% of consumers want to sign up for texts from businesses

We asked, "Would you sign up to receive text messages from businesses?"

🟦	**49.0%**	Yes, and I already do
🟩	**39.2%**	Maybe, for the right brand
⬜	**4.7%**	Yes, but I don't yet
🟧	**7.1%**	No, not interested

SOURCE Global State of Conversational Commerce 2023, n= 8,000 consumers in US, CA, UK, AU

For many brands, SMS is already their #1 online sales channel

53% of marketers surveyed say that SMS is a top 3 revenue driving channel

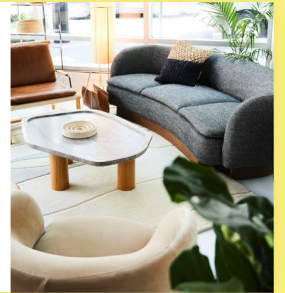**50%+** of SMS subscribers purchase more than once from a brand

19% average online sales driven by Attentive customers

"SMS subscribers are extremely engaged— it's **now the number one marketing channel** that we default to"

CB2

Phillip Cruickshank Brand Marketing Manager

"**The scale and impact of text is growing every day**, becoming a key component of our personalization strategy."
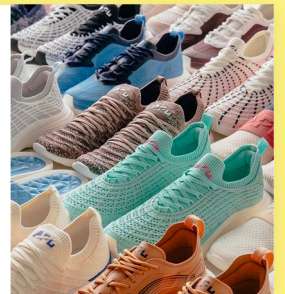
Michaels

Stephanie Turner Director of Targeted Marketing

"We flew past our early goals and are still **unlocking more and more value from SMS**. Our journey with Attentive just gets better and better."

APL

NJ Falk Managing Partner

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Common SMS Pitfalls

Concerns	attentive®
❌ Low subscriber growth	✓ **2x+** subscriber growth
❌ Low message CTRs	✓ **2x+** conversion rate
❌ No message replies	✓ **50%** higher spend from replies
❌ Low deliverability	✓ **71%** higher deliverability satisfaction
❌ Large legal risks	✓ **Zero** legal judgments
❌ Hard to manage	✓ **9.8** CSAT - Customer Satisfaction

Text workflows and how they integrate with other marketing channels

Consumers want 1:1 personalized messages across the entire lifecycle

Transactional updates	#1
Limited-time promotions	#2
Product updates/launches	#3
Exclusive content	#4
Customer service	#5
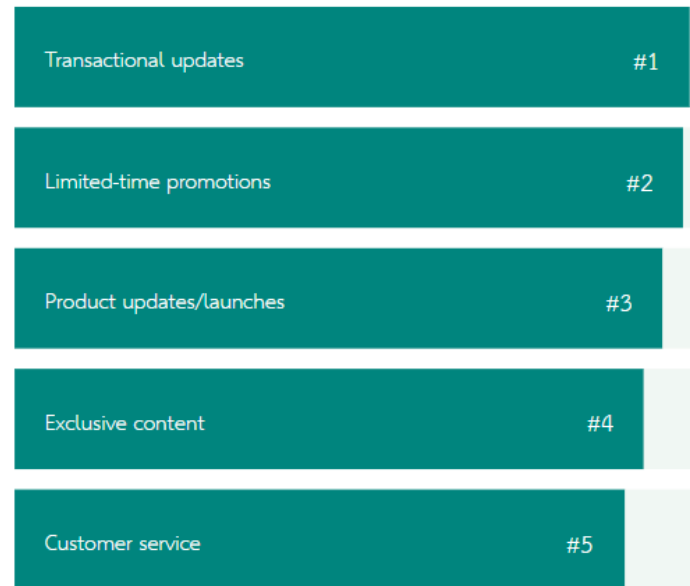
Brand messages consumers are most interested in

Personalized messages across the customer lifecycle

Triggered messages

Unlock new revenue with behavior-based messaging

Campaign messages

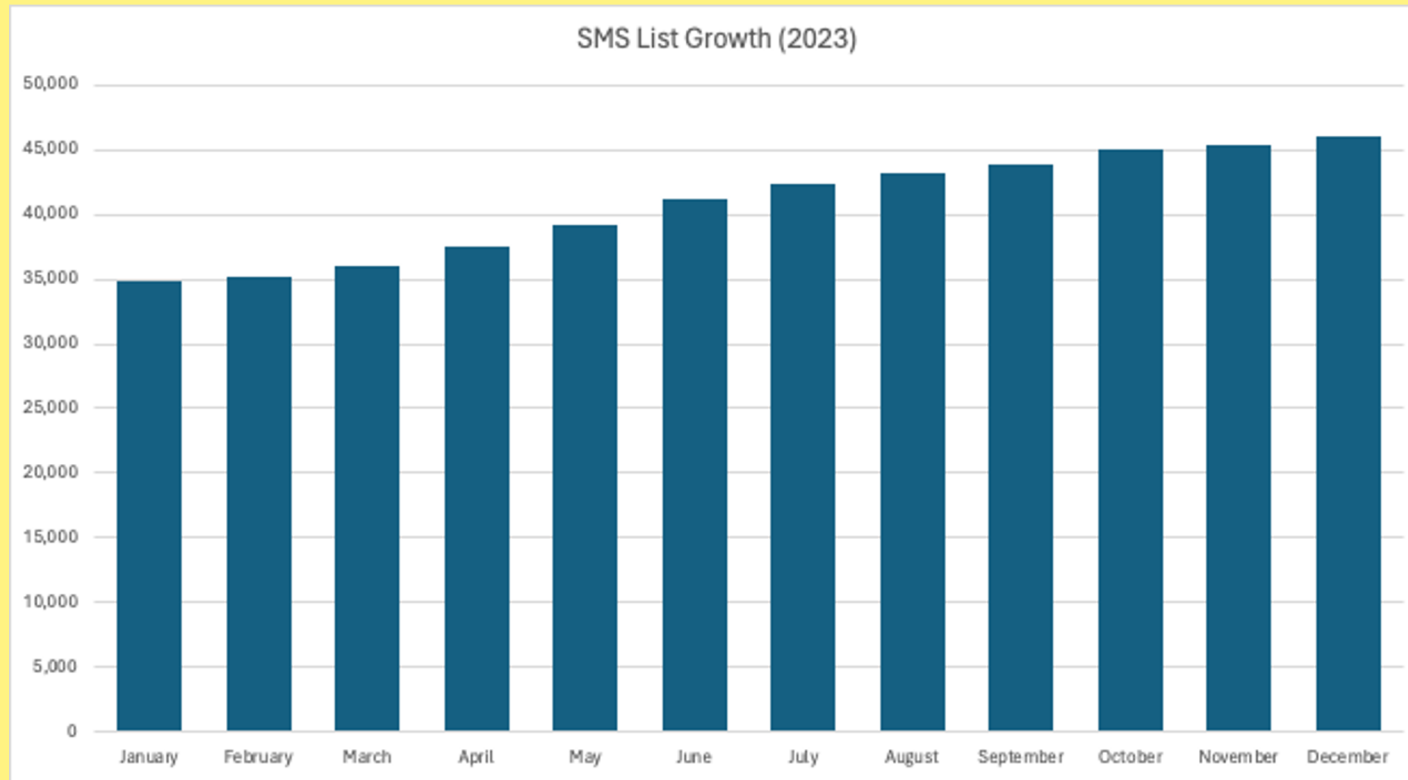Drive 25% CTRs by engaging segmented customer groups

Transactional messages

Send timely order updates to keep customers informed
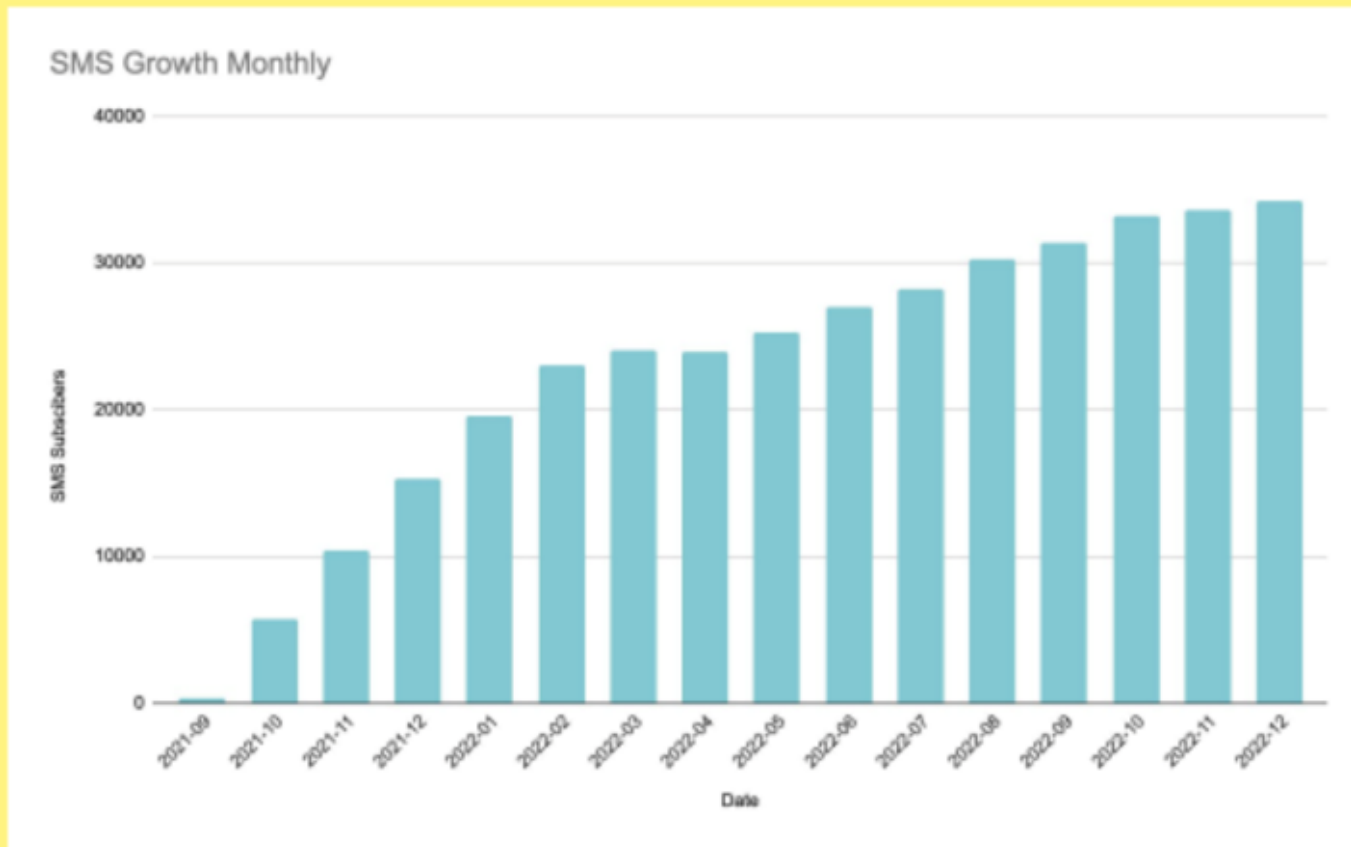
Customer service
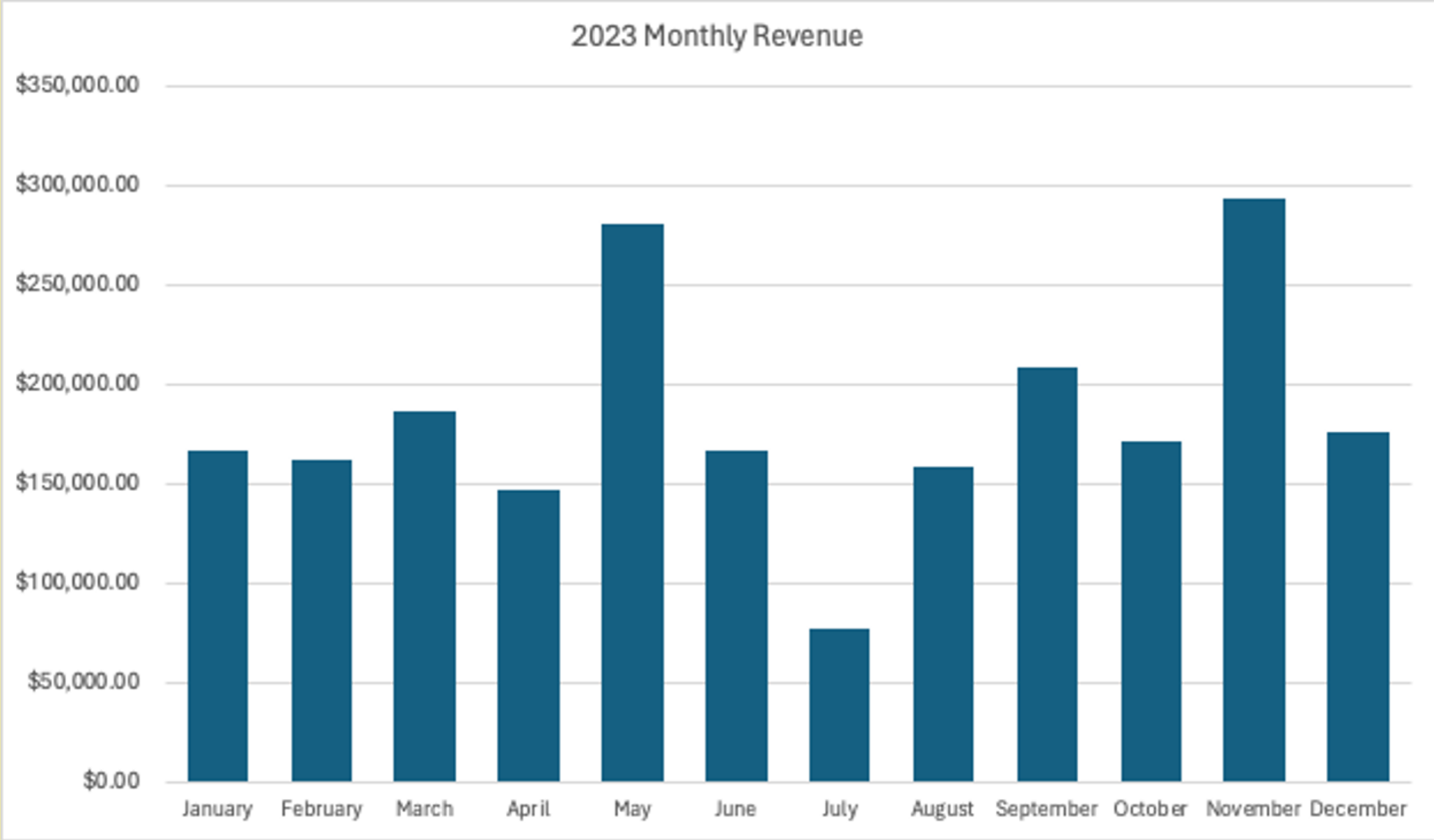
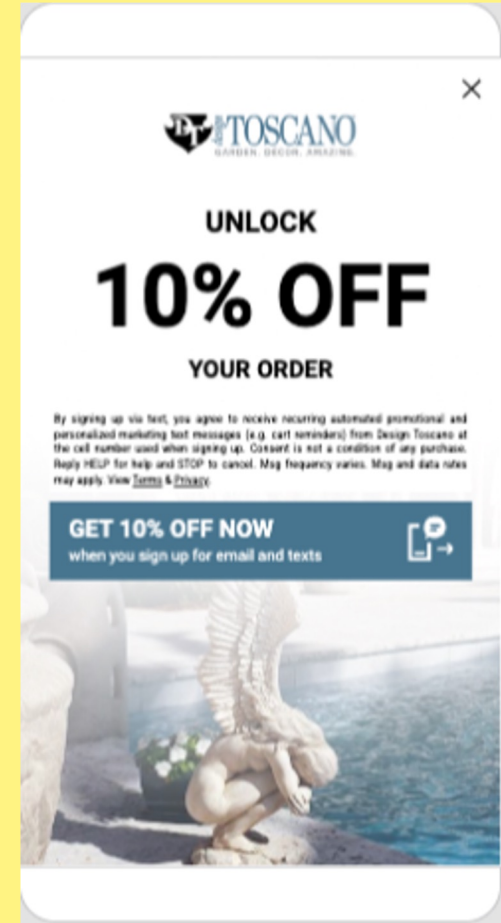Integrated CX apps to drive repeat purchases and loyalty

SMS List Growth in 2023

SMS List Growth in 2022

SMS Growth Monthly

40000

30000

SMS Subscribers

20000

10000

0

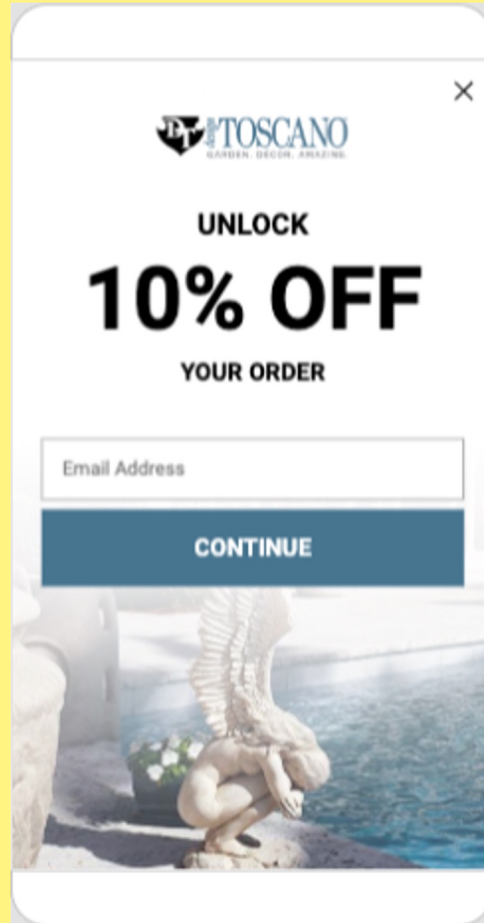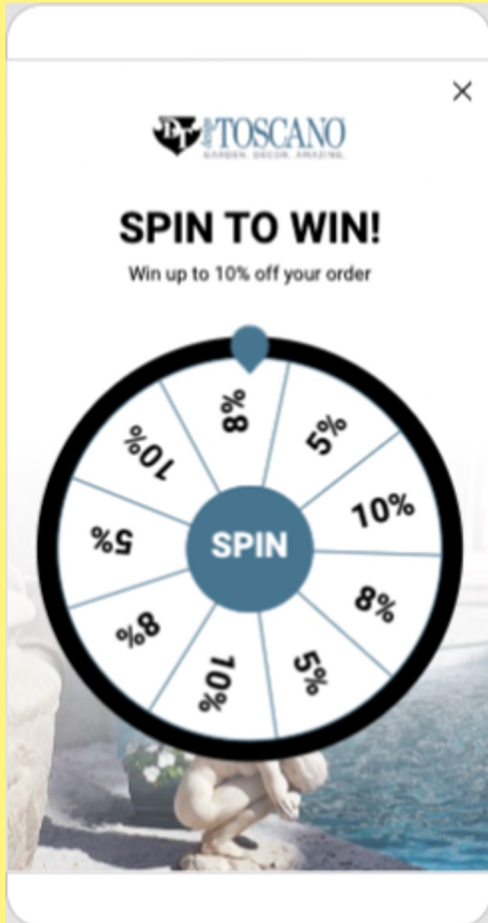2021-09 2021-10 2021-11 2021-12 2022-01 2022-02 2022-03 2022-04 2022-05 2022-06 2022-07 2022-08 2022-09 2022-10 2022-11 2022-12
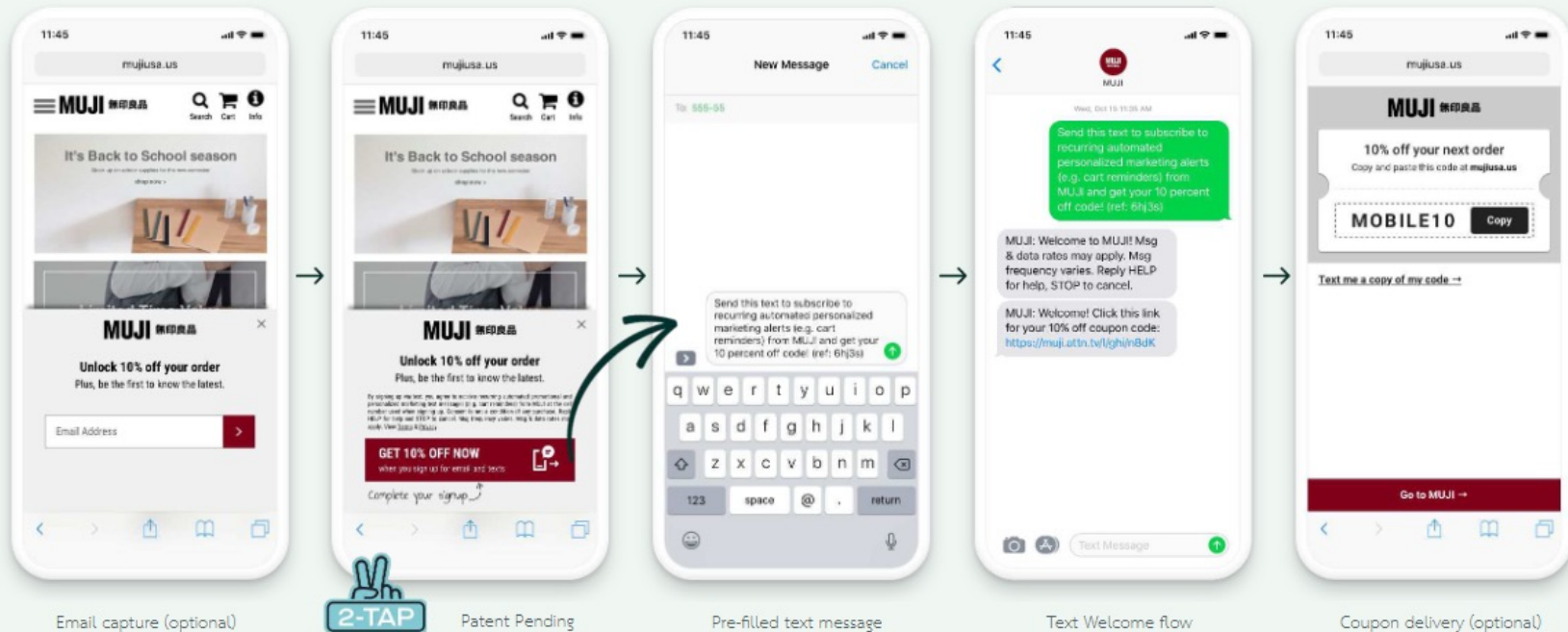
Date

2023 Monthly Revenue

Sign Up Units

Seamlessly grow Email + SMS

On average, our email + SMS sign-up unit collects 3x more emails while also growing your SMS list

Email capture (optional)　　2-TAP　Patent Pending　　Pre-filled text message　　Text Welcome flow　　Coupon delivery (optional)

Social Proof Units

Welcome new subscribers to your SMS program

Provide a welcome discount to incentive new subscribers to make their first purchase

Send highly personalized messages with proactive outreach from customer service agents

Automate replies to create a more personalized and engaging experience while collecting zero-party data to improve segmentation strategy

$1.2M	20%	19%	$11
2023 Revenue	CTR	CVR	Revenue per message

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Exit Intent Units

SEGMENTATION

Maximize ROI by sending relevant content to targeted audiences

Segment your subscribers based on:

- **High LTV**: frequency or scale of purchases
- **High engagement**: click frequency or recency
- **High intent**: browsed or added to cart recently
- **Product based**: viewed/bought certain types of products or categories
- **Purchase funnel based**: lapsed purchaser or prospect

Ground Shipping Deadline Campaign
Date: Dec. 15, 2023

Design Toscano: Order by Monday, December 18th to get your package delivered before Christmas! Take 20% off with code LASTDAYS23 https://designtoscano.attn.tv/l/TUK
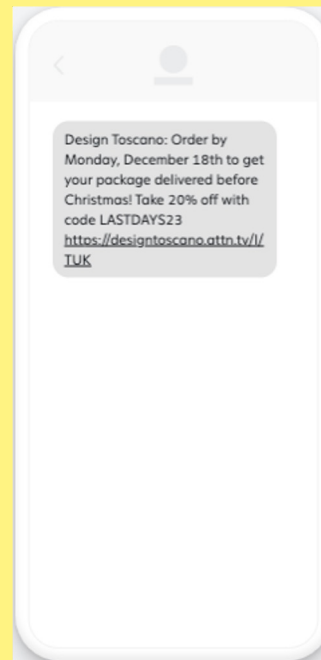
Sent to:
- High intent purchasers - last 30 days
- Highly engaged - last 30 days
- VIP
- November & December 2022 Purchasers

$24K
Revenue

114X
ROI

$2.16
Revenue per message

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Suggested Campaign Cadence to Maximize ROI

Leverage Attentive's Customer Passport to strategically engage your audience

Beginner

Suggested for programs <6 months old

6-8x msgs/month to all subs

Targeting every person who is opted into your program regardless of their activity.

This is recommended when you are first growing your subscriber list because nearly all subscribers meet some definition of "active" (signed up or engaged with you recently).

Intermediate

Suggested for programs 6-12 months old

2-3x msgs/month to all subs

Targeting every person who is opted into your program regardless of their activity makes sense for big promotions and some product launches

3-5x msgs/month to active subs

Narrowing down your full list to people who have shown any activity (click or purchase) or who joined somewhat recently (i.e. 180 days) to maintain ROI as more subs become less active.

1-2x msgs/month to targeted groups

Isolating people who are hyper engaged:

- **High LTV**: frequency or scale of purchases
- **High engagement**: click frequency or recency
- **High intent**: browsed or added to cart recently
- **Product based**: viewed/bought certain types of products or categories
- **Purchase funnel based**: lapsed purchaser or prospect

Advanced

Suggested for programs 12+ months old

1-2x msgs/month to all subs

It is important to continue giving all subscribers an opportunity to engage and become active

3-4x msgs/month to active subs

This group continues to be the heart of your program but as you more finely segment your programs you will be reaching them other ways

6-8x msgs/month to targeted groups

Continuing to target hyper-active subscribers either on their own (i.e. smaller restock events for people who have viewed those products or categories) or as groups (i.e. reminders for larger promotions to anyone who has clicked, browsed the site, or has a high likelihood of purchasing).

Design Toscano: Segmentation Playbook

Segment Name	Size	Description	Content Strategy	Message Frequency
Cleaned List	26.3K	Has clicked at least once in last 365 days. Can replace some "all-subscriber" sends, as this excludes dormant subscribers.	Top of funnel! Send sale announcements and major promotions. Maintain ROI with SMS-only messages. If sending MMS, run an auto-winner AB Test on click through rate.	1 - 2x per month
Active & Engaged - Last 180 Days	21.6K	Has clicked, viewed a product, added to cart, or made a purchase at least once in the last 180 days, or has subscribed to text in the last 30 days	Send sale reminders, call out SMS-exclusive content, highlight categories/collections, and make aware of promotion + shipping deadlines. Send mainly SMS, keep within 2 - 3 in length.	3 - 5x per month
High Intent Purchasers - Last 90 Days	11.1K	Has clicked a text message, viewed a product, or added to cart at least once in the last 90 days, but has yet to make a purchase in the last 90 days	These users have expressed intent in making a purchase recently. For non-promo content, send them an additional incentive. Send MMS to drive them to convert.	2 - 4x per month
New + Not Purchased	3.4K	Joined in the last 90 days but has yet to purchase. High potential for revenue!	Welcome users to the Design Toscano program with promo content. Send them a different copy to remind them that they have a welcome coupon they haven't used. Send MMS to highlight value of brand.	1 - 2x per month
Product-Based segmentation	-	Has viewed or added to cart a product/collection/category in the last 180 days, has made a purchase of a product/collection/category (think about related categories, collections, products)	Product/collection/category highlights & promos	2 - 3x per month

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CART ABANDONMENT JOURNEY

Re-engage your high intent shoppers to accelerate conversion

Automatically trigger a reminder text after a customer leaves an item in their cart

Send highly personalized messages with proactive outreach from customer service agents

$173K | **25%** | **17%** | **$16**
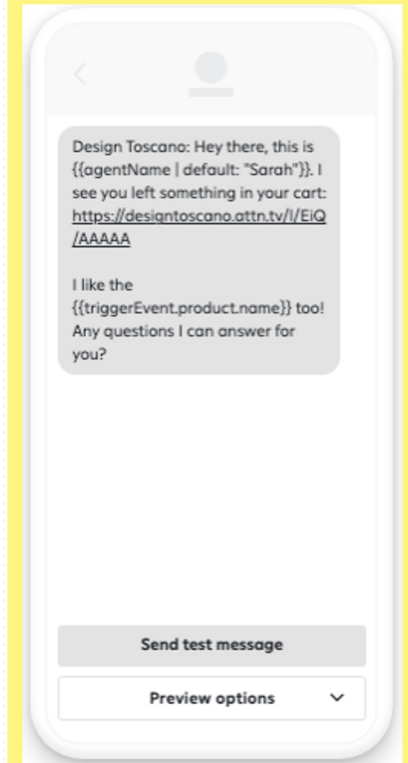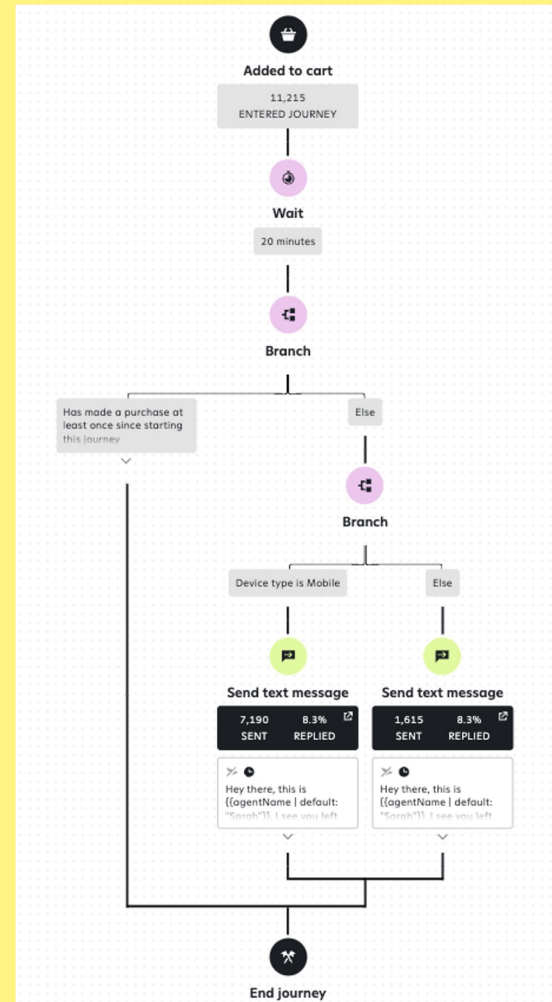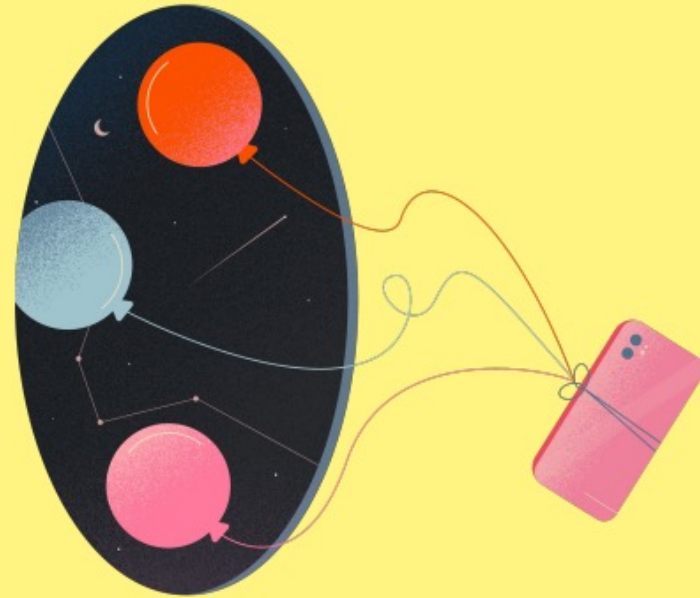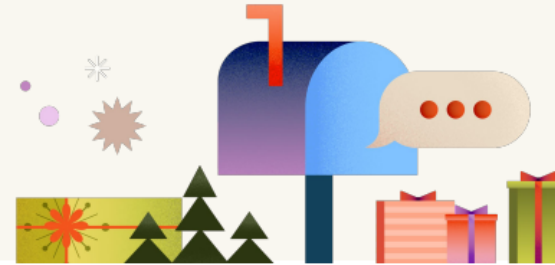2023 Revenue | CTR | CVR | Revenue per message

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THANK YOU!

Design Toscano SMS BFCM 2023 Recap

(11/22/2023 - 11/29/2023)

Total Program Revenue (40.3x Paid Program ROI) **$149.9K** *(includes Concierge revenue)* Last Year Revenue **$101.7K**

$135.7K
SMS Revenue
+33.4% YoY

$59.5K Revenue generated by **8** campaigns

$76.2K Revenue generated by **5** journeys

41.6x
Message ROI

$0.19 Campaign Revenue per Send

$10.84 Journey Revenue per Send
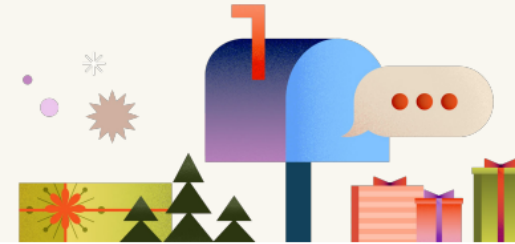
2.3% Average CTR
3.1% Average CVR

853
New SMS Subscribers
+5.4% YoY

0.75%
Avg Sign Up Rate

2,061
Emails Collected

Design Toscano 2023 BFCM
What we accomplished

BFCM Goal	Maximize revenue
Strategy implemented	Sent 8 BFCM-related campaigns while implementing strategic segmentation E.g. reminder campaigns to Active & Engaged segment
Impact	33.4% YoY increase in SMS revenue
Benchmark	Client sent 9 campaigns on average during BFCM
Insights	Sending more often during critical sale periods ensures that you don't leave revenue on the table. Average opt out rate was only 0.3% for campaigns. To avoid fatiguing subscribers, consider excluding previous purchasers in sends.

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The #1 SMS marketing platform built for retail and e-commerce brands

♥ **Trusted by 8,000+** leading brands

🛍 Used by **27%+ of the top 1,000** internet retailers

🚀 **10X+ larger** than the next closest vendor

💬 **2B+ messages sent** & received every month

★ **#10 on Forbes Cloud 100** in 2022

👥 **9.8 CSAT rating** for Client Strategy Team

Supergoop! URBAN OUTFITTERS Michaels

MARC JACOBS Rainbow LANEIGE

teleflora bliss CONVERSE COACH

AMOREPACIFIC shoedazzle THIRDLOVE

KENN GAP

PAC

GREATS SHOE CARNIVAL MEJURI TOBI

Drives 19% of total online revenue for our customers

bebe CB2 FABLETICS LIVELY

DICK'S SPORTING GOODS tarte Reformation VENUS

Oscar de la Renta Hurley chico's

ELOQUII belkin puravida LIVE FREE