

The Benefits of Achieving Critical Mass with SMS

Business Challenge

A large retailer with hundreds of stores throughout the U.S. needed to continue to drive store visits and in-store sales. Their business is high volume and price-sensitive with an emphasis on repeat business, and they needed a straight-forward user experience to deliver offers to their customers.

Solution - JumpTXT®

The hardware chain decided to leverage JumpTXT® to build a subscriber list of interested customers, and then broadcast the offers to these customers. The subscription service in JumpTXT® provides automated compliance with carrier and legislative rules to significantly reduce legislative risk. Customers opt-in to receiving offers via a text-based call to action (e.g. Text MYSTORE to 101010), and via a website opt-in page. JumpTXT® automatically tracks where the opt-in originated from so that the call-to-action and opt-in process can be continually optimized.

The retailer experimented with the guidance of Impact Mobile to find a communication cadence that worked for their customer base, ultimately deciding to send between 4-6 messages per month with a link to a coupon with multiple offers. JumpTXT® reports on # of messages sent and click-through rate, and the retailer's Point-of-Sale system tracks redemptions.

Results

The subscriber base has grown very quickly, and the results have been spectacular.

- The retailer is consistently seeing a **15% - 20% click-through rate** for the SMS broadcasts – often jumping to **25%**, which by electronic marketing standards is extremely high.
- The average **redemption rate is 1.4%**, which is 3X better than their email channel which provides the same offers.

Impact Mobile uses the phrase “...achieving critical mass...” to describe this situation. The brand has spent some time and effort growing the subscriber list, the communication and offers have been optimized toward the customer base, the existing subscribers know what to expect and the offers are attractive and well received, and word-of-mouth is now a significant part of the growth story.