

RETAIL BOUTIQUE

CASE STUDY



OVERVIEW

A clothing boutique located in Middle Tennessee has a huge selection of young, contemporary clothing lines, crafted shoes & handbags, jewelry and much more in two different stores. What they needed was a great method of getting the word out about their great products. A large majority of their customers are young women & teenage girls. They wanted a way to talk to

them directly, keep them returning often and know without a doubt their money wasn't being wasted.

They were a perfect fit for this program & it's **Kiosk, SMS/MMS Campaigns** and **Loyalty Program**.

- **Within the first year**, this business had **2,186 customers** sign up for their loyalty program.
- Within that same first year, this merchant sent **58,576** texts & saw their customers check-in **5,949** times using the kiosk.
- By the end of their second year, this owner had more than doubled their total subscribers with **3,822** total. Their customers checked in **13,465** times and redeemed the loyalty offer **667 times** by the end of the second year.



Kiosk

The kiosk's fast & easy sign-up method makes it the best tool to use to get more sign-ups.



Text Alerts

Text Alert campaigns provide the most direct form of communication with customers.



Loyalty Program

Check-in via the Kiosk or Mobile Web App each time they visit the location by entering their mobile phone number.



Phone :
800-493-4480



Email :
info@yourbranddemo.com



Web :
www.yourbranddemo.com

CHALLENGES

This boutique owner wanted to be able to communicate directly with a large number of customers via text message. With the ability to get to a young demographic, text message was the best method for them. They also wanted a digital loyalty program to provide incentive for customers to return quicker than they normally would.

- **Build a large database of customers to text directly**
- **Promote special products & drive traffic to store**
- **Keep customers returning at a faster rate.**

SOLUTION

The Kiosk provided a solution for two of their challenges. It gets customers to sign-up for deals and promotions and it serves as an easy, quick digital loyalty program. Once getting the customers to sign-up for the program, they can regularly text them to promote special offers & products.

- Use the **Kiosk** platform for easy sign-ups and check-ins for the loyalty program.
- The **Loyalty program** allows the merchant to text directly with customers who haven't visited the store in set amounts of time via the **Automated Text** feature.
- **Text alert campaigns** will be created and sent to all subscribers on a regular basis to promote new products & promotions



This text campaign for an Easter promotion resulted in 345 redemptions (8.19%).

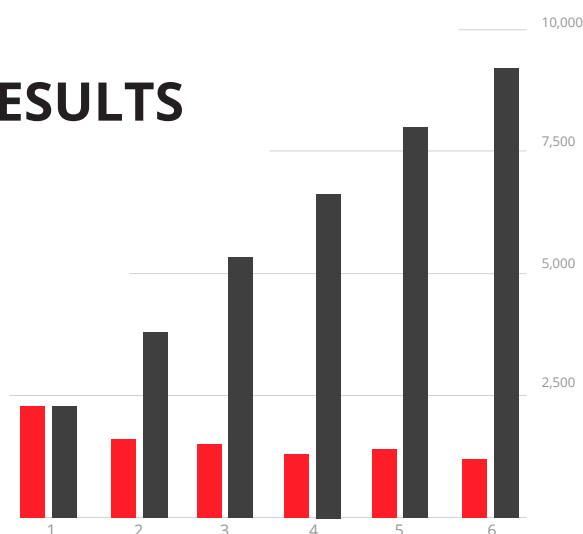
ADVANTAGES

With a **98% open rate** and most users opening texts **within 5 minutes**, text messages are much more successful than email or app-based engagement platforms.

This program accomodates all the needs this retail merchant was looking to utilize.

- **No punch cards & No app downloads** required.
- **Automated texts** used to bring customers back after certain amounts of time without a check-in.
- **95%** of text messages are opened within **3 minutes**

RESULTS



New/Total Subscribers by year of this merchant's first five and a half years on the program.

After 5 years

9,233 Subscribers	48,716 Check-Ins	2,375 Loyalty Offer Redemptions	3,154 "We Miss You" Redemptions
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