

SMS Performance

KITCHENWARE E-COMMERCE

BubbleUp Case Study

COMPANY NEEDS

The company had a limited budget, however, they wanted to explore new platforms in order to find the right avenue to promote their products.

OUR SOLUTION



After reviewing the options available and conducting a market analysis, including different platform's industry standards, we suggested testing Attentive



Attentive is a low-cost platform that tends to work especially well for eCommerce brands.



We wanted to test the different options available within Attentive and give the platform time to acquire the necessary data, so we suggested testing for a month, which would give enough time to test different campaigns and journeys (SMS, MMS, Cart Abandonment, etc.)



THE RECIPE

We set up automatic “Journeys” that would prompt potential customers to engage or finalize a transaction when certain actions are performed (i.e. purchasing the items in their cart when the transaction was abandoned before completed), as well as “Campaigns”, which provide an additional opportunity to engage with customers on a more personal level or promote specific products/sales.

THE INGREDIENTS



KEY CAMPAIGNS:

- NY Sale
- Mother's Day
- Black Friday
- Cyber Monday



KEY JOURNEYS:

- Welcome New
- Abandon Browse
- Abandon Cart

READY TO SERVE

Revenue

\$207,971

Jan 1, 2021 - Feb 14, 2023

Journey	\$177,996	85.6%
Campaign	\$29,856	14.4%
Other	\$119	0.1%



Active

Default

Welcome New Subscribers

Live Feb 3, 2023

5,691
ENTERED

14,408
SENT

\$159,891
REVENUE

12.9%
CTR

Inactive

Cart Abandonment

Paused Feb 3, 2023

2,792
ENTERED

688
SENT

\$10,727
REVENUE

34.0%
CTR

DELIVERED
3,204

CTR
12.2%

CVR
2.6%

UNSUBS
1.5%

REVENUE
\$1,875



BRAND: NEW YEARS FLASH SALE

Use code: CODE

We are bringing you 23% off to ring in the 2023 new year with a minimum purchase of \$39.95! Good on everything except items on Last Chance Page.

CUSTOM ATTN LINK
{unsubscribe}

BRAND: Celebrate Mother's day with her favorite dish! Get the cookware you need for 20% off TODAY with code MOM20! 🍷
CUSTOM ATTN LINK
{unsubscribe}

DELIVERED
2,102

CTR
11.1%

CVR
5.2%

UNSUBS
1.8%

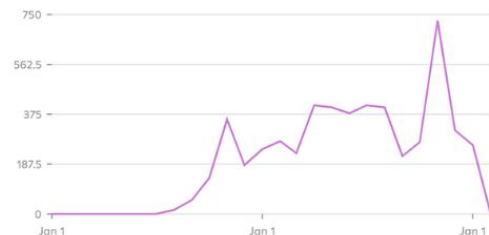
REVENUE
\$2,266

Billable Spend

\$5,287

Jan 1, 2021 - Feb 14, 2023

MMS	\$2,993	56.6%
SMS	\$1,552	29.4%
Video	\$0	0%
Carrier Fees	\$742	14%



31.3X ROAS



5-STAR REVIEW

Utilizing a mix of journeys and campaigns, we were able to find what worked best for the company.

Journeys tend to bring in majority of the revenue, while Campaigns are better suited for creating engagement and reminding customers of time-sensitive deals.

We worked with the company to create campaigns throughout the year that aligned with the different specials and sales they were offering and even tailored some specifically for those subscribed to SMS.

METRICS

\$4.3K

SPEND

\$134.3K

REVENUE

1,195

PURCHASES

3,215

**TOTAL
SUBSCRIBERS**



IT'S NOT MAGIC, IT'S METRICS

Attentive's low-cost model means companies can reap the benefits of SMS marketing, even with a tight budget.

In 2022, we were able to produce a revenue of \$134,349, at a cost of \$4,279

On average, we send out 3 to 8 messages a month; the key is to stay present in people's minds, without overwhelming them with communication.

It's important to recognize and adhere to brand voice, therefore, emojis and tone should be used accordingly; in general, MMS tends to perform better, as it is more visually appealing, however, occasional texts without creative may be used when the message doesn't require visual aid.

CHEAT CODES

Audience segments are especially useful for creating a "cult" following and promoting engagement.

Exclusivity gets results — exclusive discounts and content, early access, etc.

Use Campaigns for highlights, use Journeys for reminders