



## M&CO CASE STUDY



### **Driving Customer Engagement and Satisfaction through Targeted Messaging**

Founded in the 1960s, M&Co is one of the largest, privately owned fashion retailers in the UK. With an online store, mobile site and almost 300 stores nationwide, they process upwards of 200,000 transactions every week.

Critical to M&Co's success is their customer loyalty strategy and the effectiveness of their communication channels in driving website traffic and footfall.

M&Co understand the value that SMS adds to their customer communication strategy – from sending personal and targeted customer messages, to bolstering the effectiveness of other direct marketing campaigns. SMS generates higher response rates for M&Co than any other customer communication channel.

Dynmark started providing SMS messaging and services to M&Co in 2012. M&Co wanted an SMS provider who could help them get more out of SMS. They wanted a user-friendly solution combined with a more flexible and responsive level of customer support.

*“ Dynmark offered us a cost effective SMS solution that enabled us to drive customer engagement through targeted messaging as well as managing and delivering campaigns within a very tight timescale. Our relationship has grown and Dynmark are now able to offer additional services that will lead to ROI optimisation; a key factor to the success of any campaign. ”*

Today, M&Co use Dynmark to deliver a range of communications to customers via SMS including flash sale promotions, reward scheme welcome messages and highly targeted birthday offers.

*“ A cost effective solution, underpinned by excellent customer service and clear vision to support our SMS strategy. ”*

M&Co recognise the benefits of a more targeted approach to SMS and continually work with Dynmark to explore and test new ideas for using SMS more intelligently for greater response rates, reduced costs and more importantly, greater customer engagement.

**Dynmark, providing SMS communications services to M&Co since 2012.**

