

BLACK MAGIC SUPPLY

THROUGHOUT THE MONTH OF
FEBRUARY, BLACK MAGIC SUPPLY SENT
A SERIES OF SMS BLAST CAMPAIGNS
WHICH MADE AN AVERAGE OF 27X ROI

Let's take a deeper look at
their success...

\$5368

TOTAL REVENUE

27x

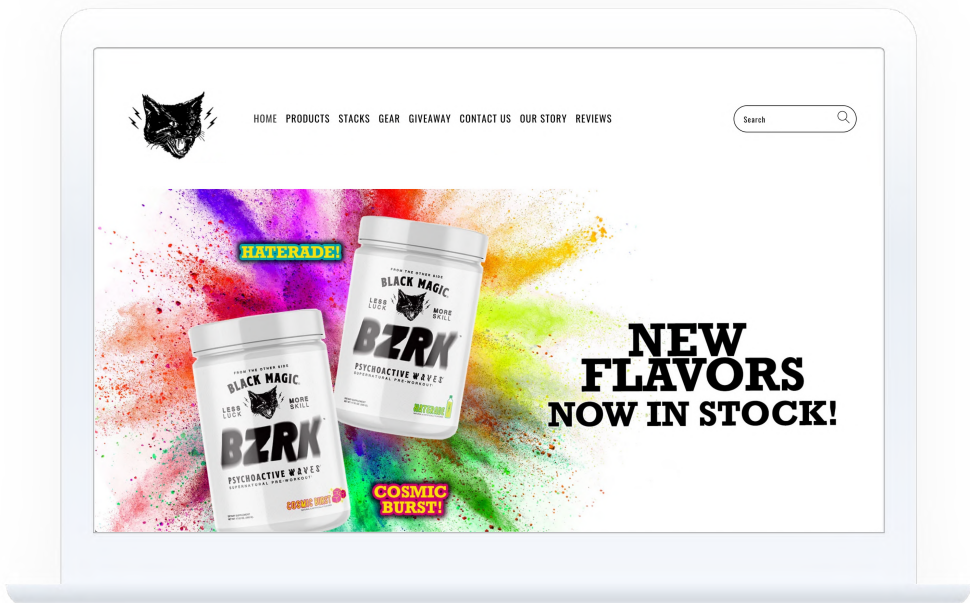
AVERAGE ROI

48x

HIGHEST ROI

Black Magic Supply sent a series of promotional SMS blast campaigns throughout the month of February. The SMS messages cost a total of \$198 to send and made a huge \$5,368 in return! This meant that the campaigns made an average 27x return on investment!

Let's analyze two of their most successful campaigns...



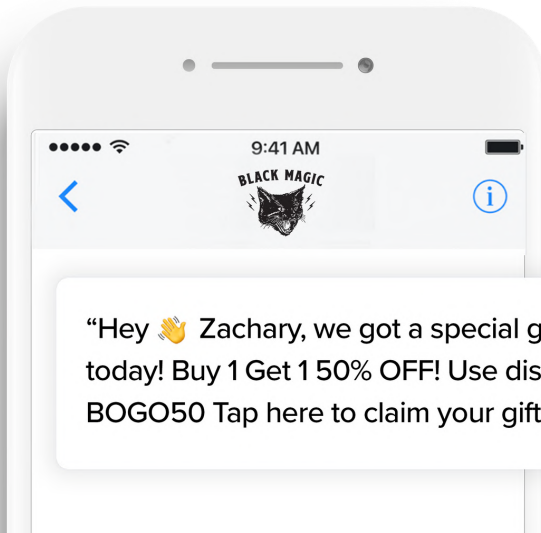
SMS Promotional Campaign

27x
ROI

Black Magic Supply spent only \$65 to send an SMS blast campaign that brought in \$1,734 in revenue!

THE SMS BLAST CAMPAIGN:

- Offered customers a “Buy One Get One 50% Off” deal
- Was a Time Trigger campaign
- Was sent to a list of all their customers



\$1734
REVENUE

This SMS blast campaign was a huge success, and Black Magic Supply made 27x ROI!

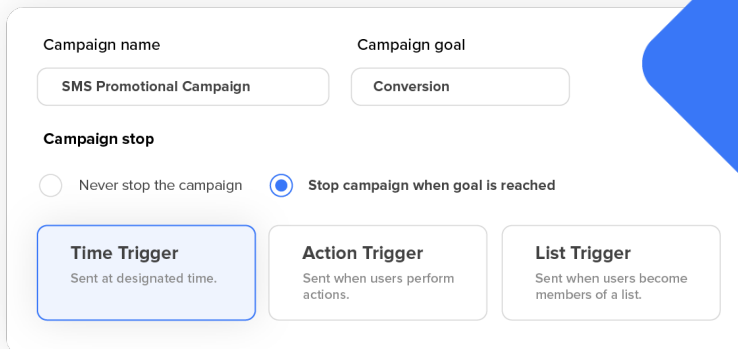
Valentine's Day Promotional SMS Campaign

48x
ROI

To celebrate Valentine's Day Black Magic Supply offered customers a very special deal. They received a 20% discount store wide, plus free items if they spent over a certain amount in one purchase. These incentives worked and Black Magic Supply made a huge 48x ROI on the promotional SMS campaign!

THIS SMS BLAST CAMPAIGN:

- Offered customers a storewide 20% discount
- Incentivised customers with free items if they made a purchase over a certain amount
- Was a Time Trigger campaign
- Was sent to a list of all their customers



The screenshot shows the configuration for an SMS campaign. It includes fields for 'Campaign name' (SMS Promotional Campaign) and 'Campaign goal' (Conversion). Under 'Campaign stop', the 'Stop campaign when goal is reached' option is selected. Three trigger types are shown: 'Time Trigger' (selected), 'Action Trigger', and 'List Trigger'.



\$1663
REVENUE

The SMS campaign cost only \$34 to send and generated Black Magic Supply \$1663 in revenue!

The text in this SMS was: "Hey Danny, Save 20% With Code BEMINE20. Spend \$50 Get A Free T-Shirt, Spend \$75 Get A Free T-Shirt And Free Supps, Spend \$100 Get A Free T-Shirt + Hoodie + Supps! Tap here".

“Overall, it’s nice to be paying for a product that not only works but also has a great team behind it”

- Brent Baubach, CMO

BLACK MAGIC SUPPLY IS A LEADING RETAILER OF THE BEST SPORTS SUPPLEMENTATION PRODUCTS ON THE MARKET. THEY ARE A ONE-STOP-SHOP FOR EVERYTHING FROM QUALITY AMINO ACID SUPPLEMENTS TO HIGH-ENERGY PRE-WORKOUTS AND TAKE PRIDE IN OFFERING THE BEST PRODUCTS AT VALUE PRICES.

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