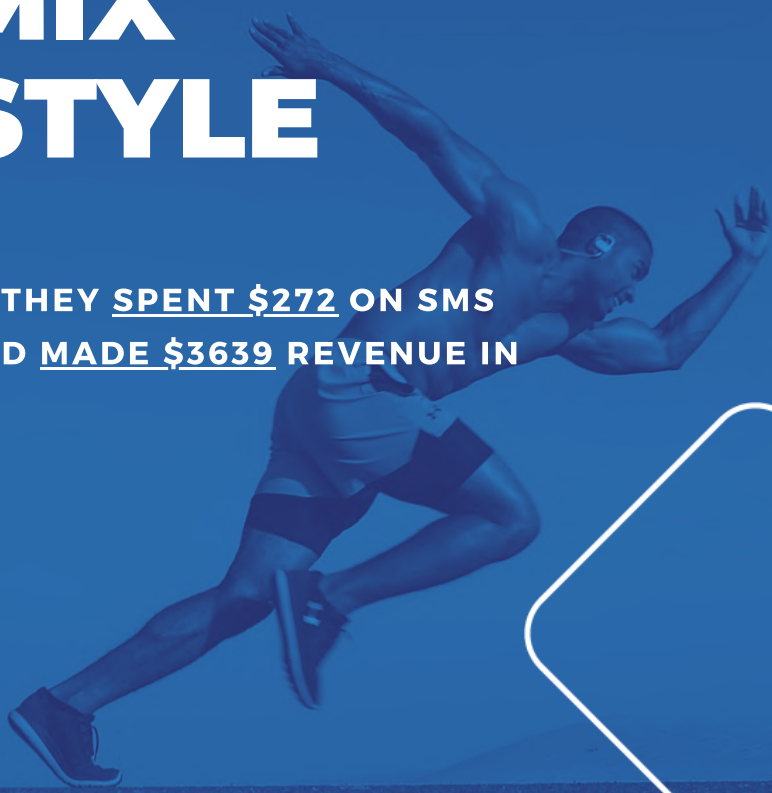


# CHEMIX LIFESTYLE

IN ONE MONTH THEY SPENT \$272 ON SMS  
MARKETING AND MADE \$3639 REVENUE IN  
RETURN!



Keep reading to find out how...

**\$3639**

TOTAL REVENUE

**13x**

AVERAGE ROI

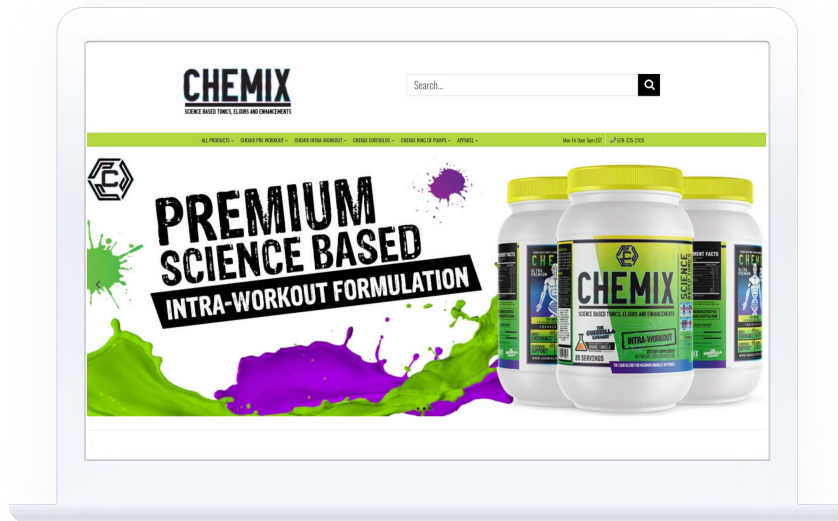
**27x**

HIGHEST ROI

**Chemix Lifestyle** sent a series of promotional SMS marketing campaigns throughout the month of February. Each of the SMS campaigns they sent offered a discount or special deal to direct customers straight to their website to make a purchase.

And it worked! Each of the SMS campaigns they sent made between 9x ROI and 27x ROI!

Now, let's take a deeper look at two of their most successful campaigns...



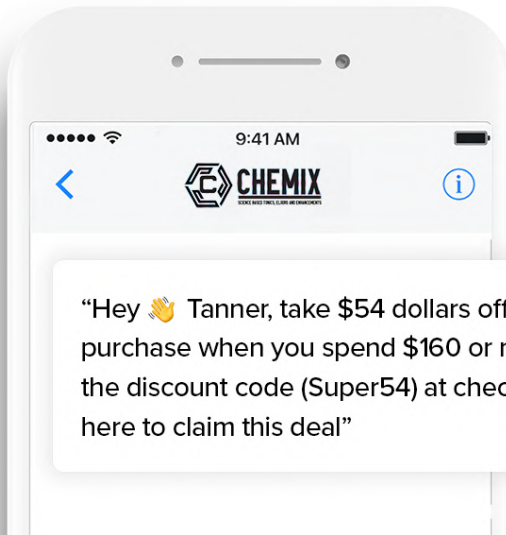
# SMS Promotional Campaign

**27x**  
ROI

Chemix Lifestyle made **27x ROI** with a promotional SMS blast campaign! So how did they do it?

## THE SMS BLAST CAMPAIGN:

- Offered customers \$54 off if they spend more than \$160
- Was a Time Trigger campaign
- Was sent to a list of all their customers



**\$1363**  
REVENUE

Chemix Lifestyle made \$1363 revenue from this SMS campaign which cost only \$50.62 to send.

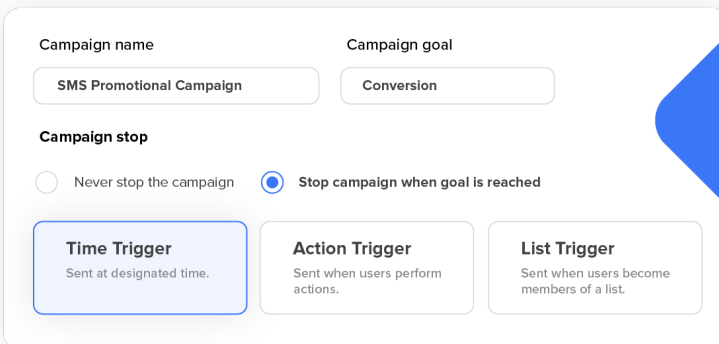
# SMS Promotional Campaign

13x  
ROI

Later in the month, Chemix Lifestyle sent another SMS blast campaign to their contacts. This one offered a smaller discount but still managed to generate 13x ROI! Let's see how they did it.

## THIS SMS BLAST CAMPAIGN:

- Offered customers a "Buy One Get One 50% Off" discount
- 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 options are shown: 'Time Trigger' (selected), 'Action Trigger', and 'List Trigger'.



\$999  
REVENUE

They spent only \$76 to send this campaign and made \$999 in revenue!

**The text in this SMS read:** "Hey Amber, we got a special 🎁 for you today! Buy 1 Get 1 50% OFF! Use discount code CHEMIXBOGO. Tap here to claim your gift"

**By keeping the text nice and short Chemix Lifestyle was able to capture their customers attention.**

**“It’s very easy to create and set up campaigns on Carts Guru, and to segment the audience based on customer behavior”**

- Brent Baubach, CMO

CHEMIX LIFESTYLE PROVIDES BODYBUILDERS OF ALL EXPERIENCE LEVELS WITH SCIENCE BASED TONICS, ELIXARS AND ENHANCEMENTS. THEY ARE A LEADING RETAILER OF THE BEST SPORTS SUPPLEMENTATION PRODUCTS ON THE MARKET, HELPING USERS ENHANCE THEIR FITNESS AND IMPROVE OVERALL PERFORMANCE.

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