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Mobile Messaging Masters 👑

Best-in-class examples of personalized mobile messaging campaigns from innovative retail & e-commerce brands



Winter 2019

These marketers know
good text messaging! 🏆

Happy 2019! Each season, the Attentive team takes a look back at recent mobile messaging campaigns to recognize innovative brands for creating exceptional experiences that engage shoppers and drive action. In the pages that follow, in no particular order, are eight best-in-class examples from “Mobile Messaging Masters” who used personalized text messaging from Attentive to re-engage shoppers, acquire customers, and drive incremental revenue.

Retail and e-commerce marketers know how important it is to reach mobile shoppers since online shopping and smartphone use continues to grow. This past holiday season was no exception. Cyber Monday 2018, the largest online shopping day in US history, saw \$2.2 billion in sales stemming from smartphones.¹ In 2018, mobile e-commerce sales accounted for 39.6% of total e-commerce sales—reaching \$208.1 billion.²

Looking ahead—by 2021, mobile e-commerce sales are expected to account for over half (54% or \$659 billion) of total e-commerce sales.² Is your brand ready to fully capture the mobile opportunity?

¹ Adobe Analytics, Holiday Actuals Report, 2018

² Statista, US Mobile Retail E-Commerce Sales, 2013-2021

Forward-thinking brands are creating mobile marketing strategies to connect with consumers where they spend the majority of time on smartphones—text messaging. Thanks to new ways to seamlessly drive sign-ups, combined with robust behavioral targeting, personalized mobile messaging has emerged as the next big channel for retail and e-commerce marketers to use to drive incremental revenue. Brands that use Attentive regularly see strong performance like 30%+ CTRs, 25x+ ROI, and 5-10x+ revenue per subscriber vs. email marketing.³

From limited-time offers to new product launches and abandoned cart reminders, the use cases for personalized mobile messaging are endless. In the pages that follow, see real-life examples of how eight innovative companies are delivering unique and engaging mobile message experiences.

Are You Ready to be a Mobile Messaging Master?

Keep reading to find inspiration and tactical tips on how to kick-start and optimize your mobile messaging strategy, and stay tuned for the next edition of the Mobile Messaging Masters series (...maybe your brand will be featured next!).

LIMITED-TIME OFFER

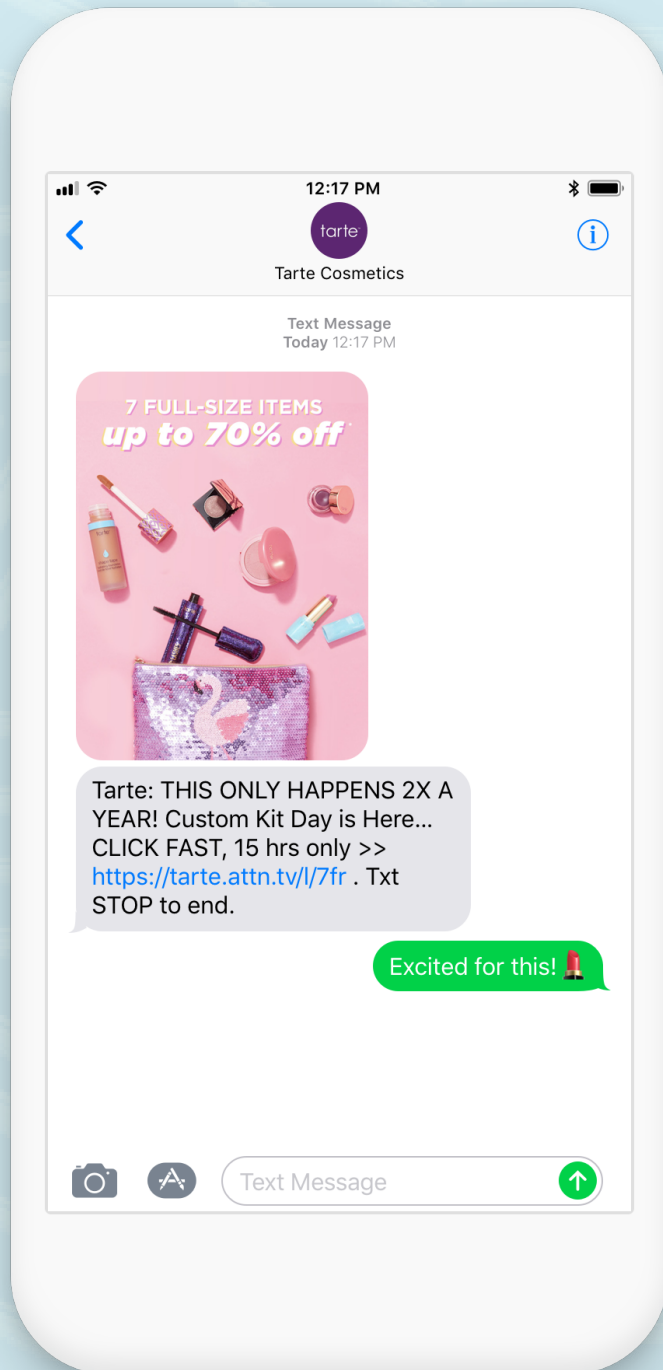
tarte

THE MASTER MOVE:

Beauty retailer Tarte Cosmetics sent a mobile message to subscribers, alerting them of Tarte's twice a year Custom Kit Day, available for only fifteen hours. They included a colorful image with products in it and an offer that says 7 FULL-SIZE ITEMS up to 70% off.

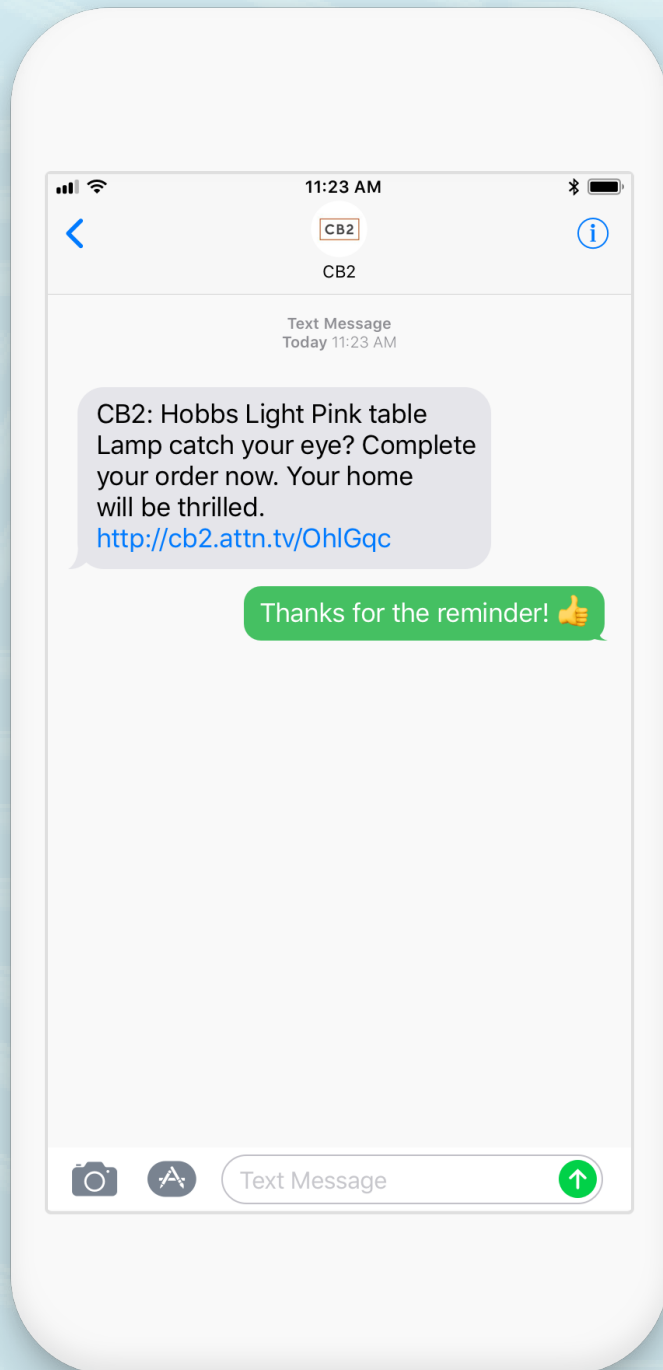
WHY IT WORKS:

The immediacy of text messaging makes it the perfect channel for marketers to spread the word about limited-time deals. This example creates a sense of urgency and shares timely information that's beneficial to shoppers, especially because this specific offer only happens two times per year and for a very limited period of time. The custom graphic showcases the deal and Tarte Cosmetics' products in a unique and engaging way.



ABANDONED CART REMINDER

CB2



THE MASTER MOVE:

Modern home decor brand CB2 uses mobile messaging to send automated abandoned cart reminders to subscribers. With online consumers frequently abandoning items in their shopping carts, it's imperative that e-commerce marketers have a smart strategy set in place to combat this.

WHY IT WORKS:

E-commerce marketers need to get cart abandonment messages seen as soon as possible. A well-timed reminder sent via text message is an effective way to re-engage with high-intent shoppers. CB2 does an excellent job of personalizing their abandoned cart reminders at scale. The text copy itself uses an engaging brand voice, includes the product name, and serves as a useful reminder of how well the item would fit into the consumer's home.

MOBILE EXCLUSIVE

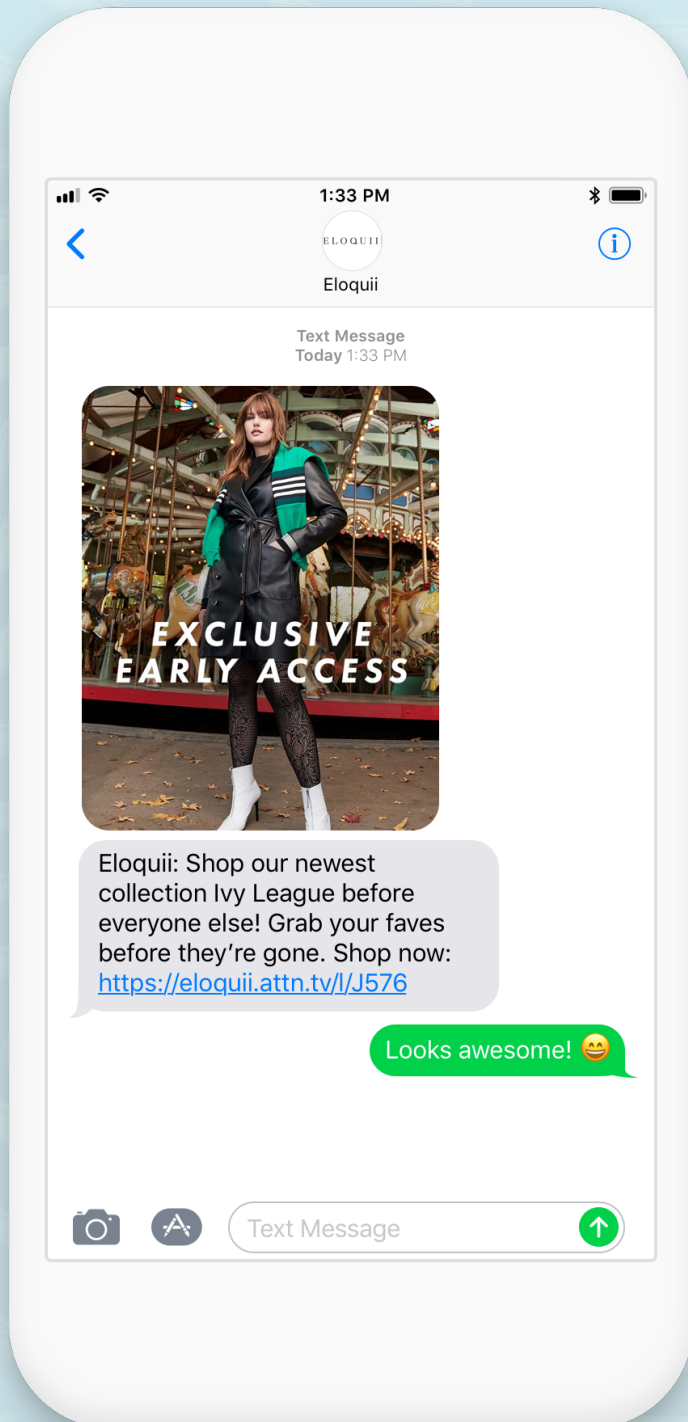
ELOQUII

THE MASTER MOVE:

Apparel brand ELOQUII sent exclusive early access to their new Ivy League product collection, giving mobile subscribers the opportunity to shop before anyone else. The message included a colorful image with a woman wearing an outfit from the new collection and clear, to-the-point copy that says “EXCLUSIVE EARLY ACCESS.”

WHY IT WORKS:

Sending mobile exclusive offers is a great way to treat subscribers like VIPs. The graphic showcases the new featured collection and further adds to the exclusivity of the message. The end of the message creates a sense of urgency (“Grab your faves before they’re gone”) and a clear call-to-action (“Shop now”).



PRODUCT LAUNCH

SPRAYGROUND®

THE MASTER MOVE:

Accessories brand Sprayground sent a message to subscribers announcing their brand new Liquid Gold line. They included an eye-catching image featuring two people carrying bags from the new line. Sprayground ended the message with a straightforward call-to-action and a link that directs to the product details page so shoppers could easily add items to their carts.

WHY IT WORKS:

Not only does this type of message work for brands who operate on a limited-inventory drop model, but it also works great for all businesses to get the word out about new products. Text messaging is an ideal way to effectively reach a highly engaged group of shoppers to create excitement and drive immediate action.

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BRAND MARKETING

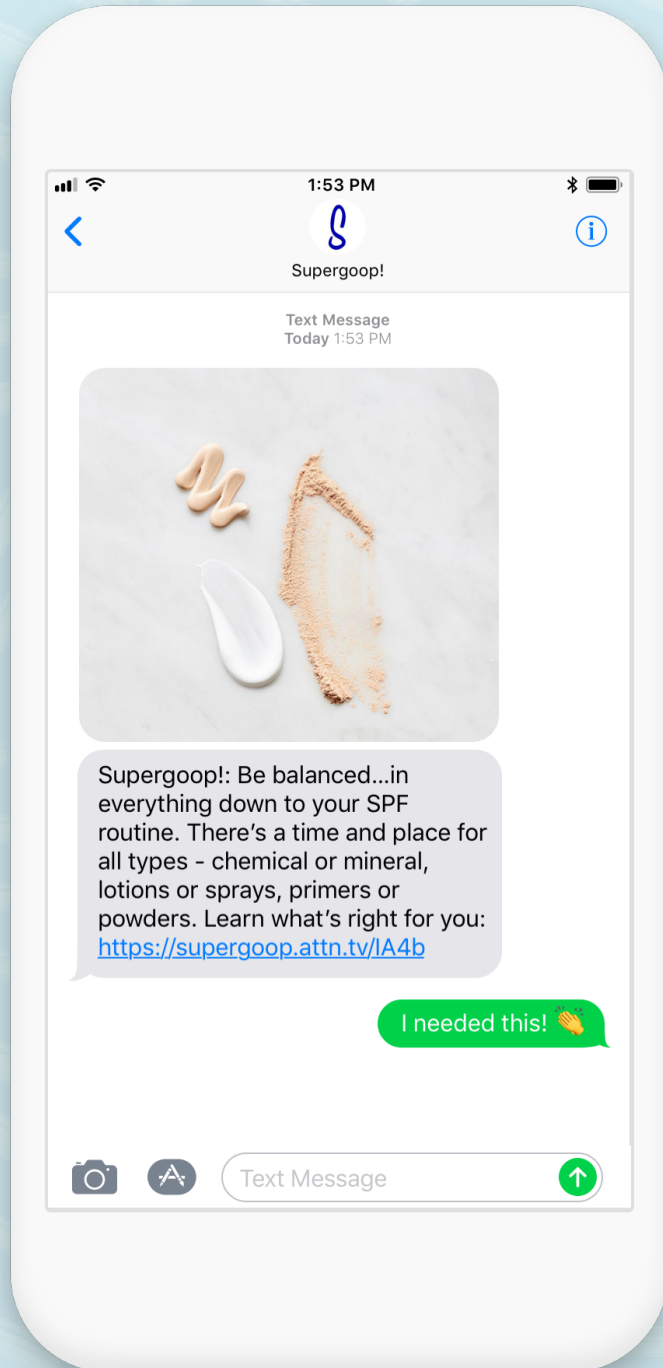
Supergoop!

THE MASTER MOVE:

Protective skincare brand Supergoop! used mobile messaging to communicate about the importance of an SPF routine. In the message, they mention different SPF options, like lotion, sprays, and powder, to name a few, and encourage subscribers to find the right one for them. They also included an image with three different product examples.

WHY IT WORKS:

Supergoop! has built out an entire “Sun 101” series, using text messaging to educate subscribers about the many benefits of protecting themselves against the sun. The innovative use of this channel provides quality content that directly relates to available products. This is a great example of how retailers can use mobile messaging for year-round content that still drives revenue.



IN-STORE

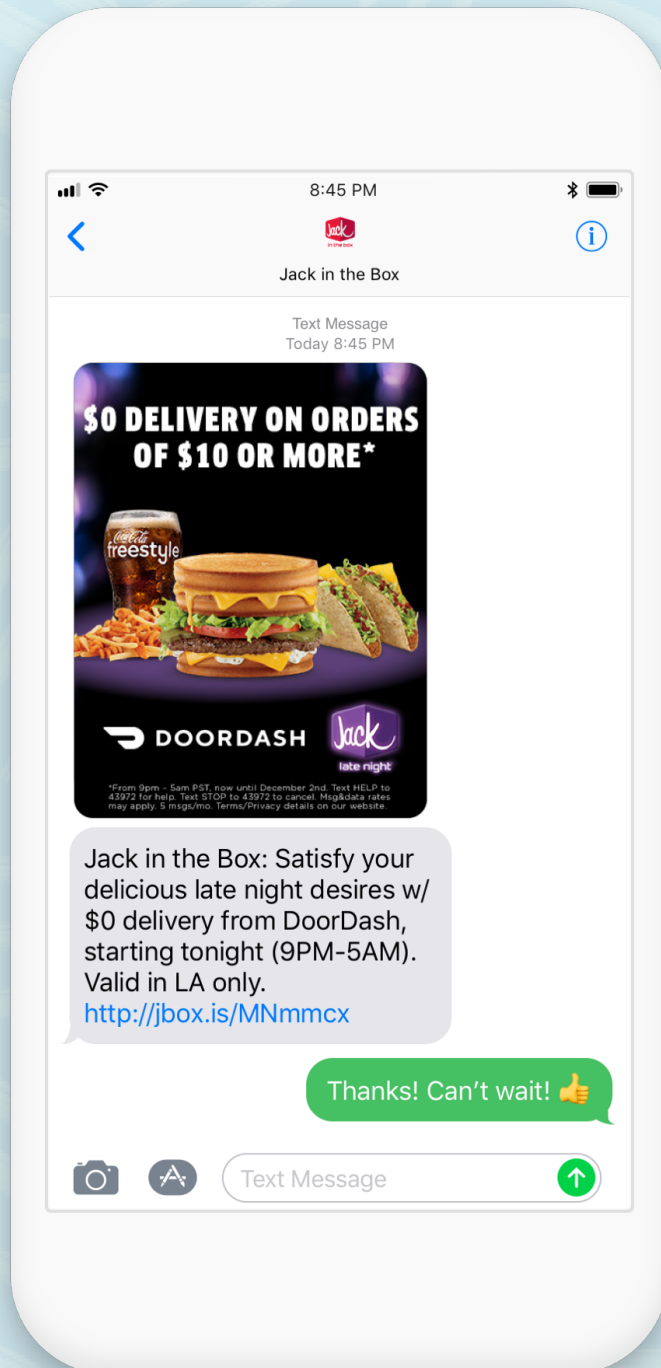


THE MASTER MOVE:

Quick service restaurant Jack in the Box used geo-targeting to send a time-sensitive offer for free delivery to their Los Angeles-area subscribers. They included a mouth-watering image of a meal, a simple yet effective call-to-action, time details, and a link to order. They also made it clear this offer only applies to the Los Angeles area.

WHY IT WORKS:

Using geo-targeting to text subscribers is the perfect way to let customers know about new and relevant services available in their local area. Jack in the Box created a sense of urgency by limiting the offer to 9PM-5AM, a time when many people may be craving a late-night snack. The use of an image of a meal allowed them to add a touch of personality while making their message more engaging and likely to convert.



SEASONAL

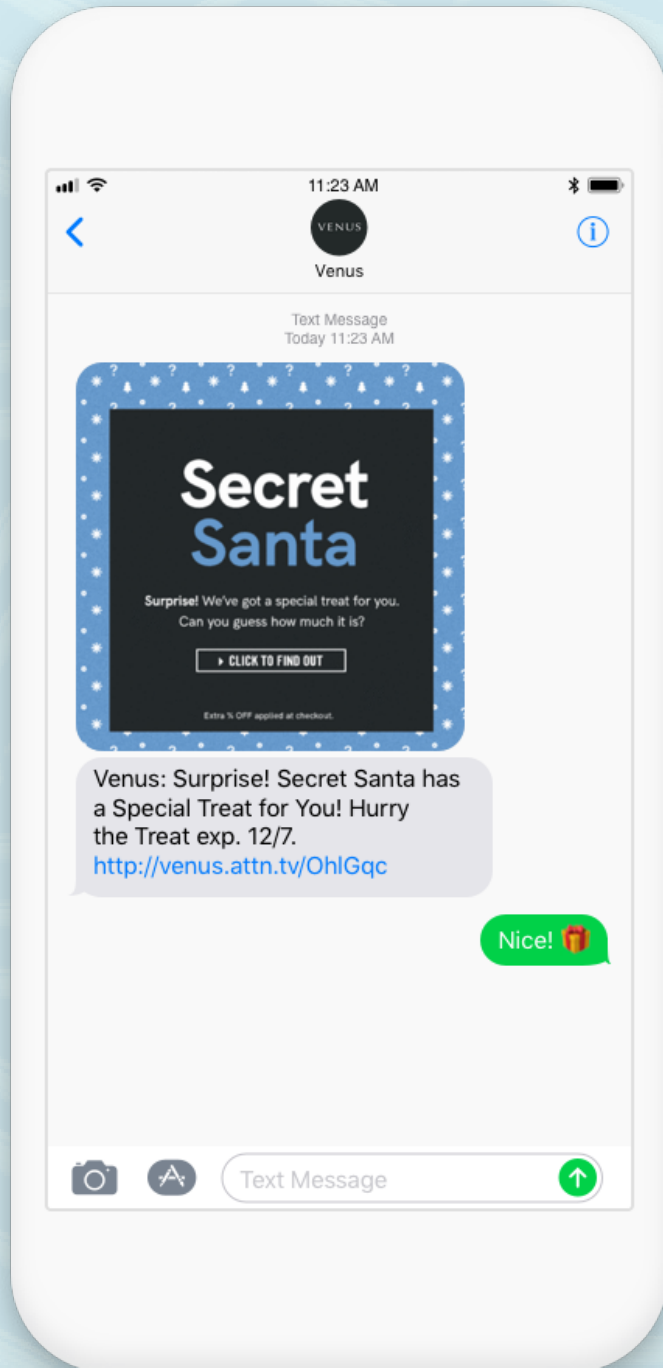
VENUS®

THE MASTER MOVE:

Apparel retailer Venus sent a “special treat” via mobile messaging to their subscribers. They included an eye-catching animated gif with “Secret Santa” in big text. Underneath, in small text, Venus wrote, “Surprise! We’ve got a special treat for you. Can you guess how much it is?” which implied a certain percent off, to be applied at checkout.

WHY IT WORKS:

This custom graphic is sure to capture the attention of mobile shoppers while piquing their curiosity to find out what the special discount is. Venus played into the holiday spirit by positioning the “treat” as a gift from their “Secret Santa.” They also instilled a sense of urgency by including the expiration date in the message.



Are you ready to become a
Mobile Messaging Master?

Tell me more...

READY TO BE A MOBILE MESSAGING MASTER? HERE'S HOW:



Define goals

For many marketers, mobile messaging is a brand new channel. As with any new marketing effort, it's important to first clearly define your goals. Key performance indicators often center around metrics such as subscriber growth, revenue driven, & overall ROI.

Set yourself (and your team) up with clear expectations and an agreed-upon method for measuring success.



Grow subscribers

Grow an audience of opted-in subscribers through mobile & desktop web, email, social channels, paid media, in-store signage (if applicable), mailed promos, and more.

With Attentive's mobile messaging platform, you can quickly gain text messaging subscribers through a variety of acquisition tools, enabling you to connect with mobile subscribers at every step of the customer lifecycle.



Send messages

Using real-time browsing and buying data, marketers can send personalized messages at scale. For example, create a drip campaign for new subscribers with a welcome offer, set up an abandoned cart reminder, or send automated shipping updates.

Attentive's full-service Customer Success team is here to share best practices, assist you in developing a mobile messaging strategy that makes sense for your unique brand, and help design message creatives.



Attentive is a personalized mobile messaging platform built for innovative brands and organizations. Using Attentive's patent-pending "two-tap" sign-up solution, marketers can quickly grow their list of mobile subscribers and make mobile messaging a top 3 revenue channel.

Brands who rely on Attentive see strong results like 30%+ click-through rates and 25x+ ROI.

Visit www.attentivemobile.com to learn more and request a demo.

REQUEST A DEMO

LET'S CHAT

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WWW.ATTENTIVEMOBILE.COM

CONTACT US:

INFO@ATTENTIVEMOBILE.COM