

## Case Study: Soprano MEMS - API integration

# One retailer increase sales and strengthens consumer loyalty with enterprise SMS campaign

## PROFILE

A premium retail brand leader in fashion and style that owns a portfolio of powerful luxury and sport lifestyle brands. It is a world leader in apparel and accessories. They were using traditional print advertising and email marketing to promote apparel and other merchandise.

## CHALLENGES

- They did not have an efficient way to directly communicate with a large group of customers about their new apparel collection or promotion
- They were looking for ways to reach and engage consumers quickly to increase direct sales
- They wanted to go-to market and promote new apparel collection on time to beat the competition
- Print advertising was expensive with very little return on investment and could not be measured effectively
- They needed a better visibility on their customers' demographics

## SOLUTION

- Soprano's API was integrated with existing marketing system, providing access to customer lists with ability to opt-in and opt-out
- We provided all in one SMS campaign service that included setting up templates, populating contacts through lists, send the campaign and provided post-campaign performance reporting and analysis
- In order to get better visibility on their customers' demographics, a bulk SMS campaign included a promotional mobile flyer which had a call-to-action link. The mobile flyer encouraged consumers to click on a CTA link which send customers to the promotional page

### INDUSTRY: Retail

### OUTCOME:

- Clicking on the URL link sends customers directly to the promotional page, engaging them into making a purchase which increases sales and strengthens consumer loyalty
- Higher open rate than email, therefore better reach and results
- Able to track and measure campaign results based with reporting and analysis