

Lifecycle Marketing Case Study

Email (Klaviyo) & SMS (Attentive)

JINX

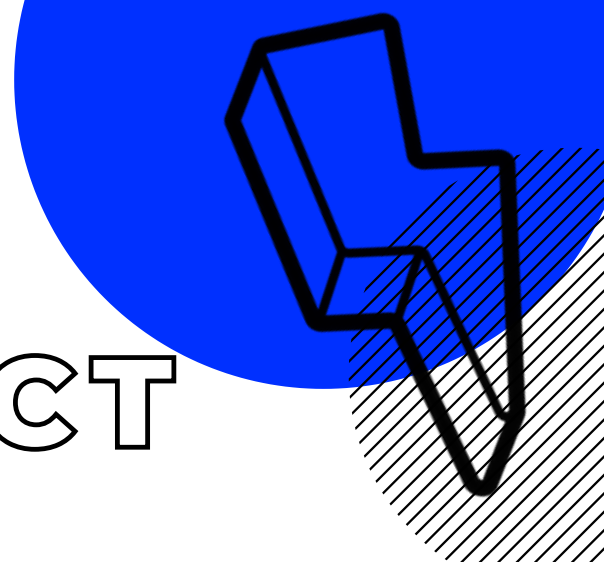
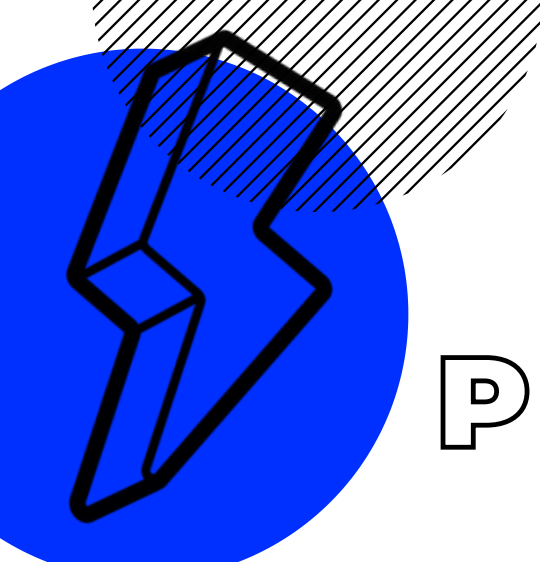


161%

increase in email flow revenue

132%

increase in SMS revenue



THE PROJECT

JINX

Jinx approached electriQ marketing looking to double down on their initial traction with email and SMS with an emphasis on driving new subscription customers.

GROWTH STRATEGY

We began with an audit of their Klaviyo and Attentive accounts, specifically honing in on other various apps on their Shopify Plus store that were potentially providing overlapping messaging. We wanted to streamline and consolidate these communication channels, while focusing on setting up high ROI flows that would improve customer acquisition rates and increase CLTV/retention. We also set Jinx up with ReChargeSMS, allowing subscription customers to fully manage their subscriptions via text.

EXECUTION

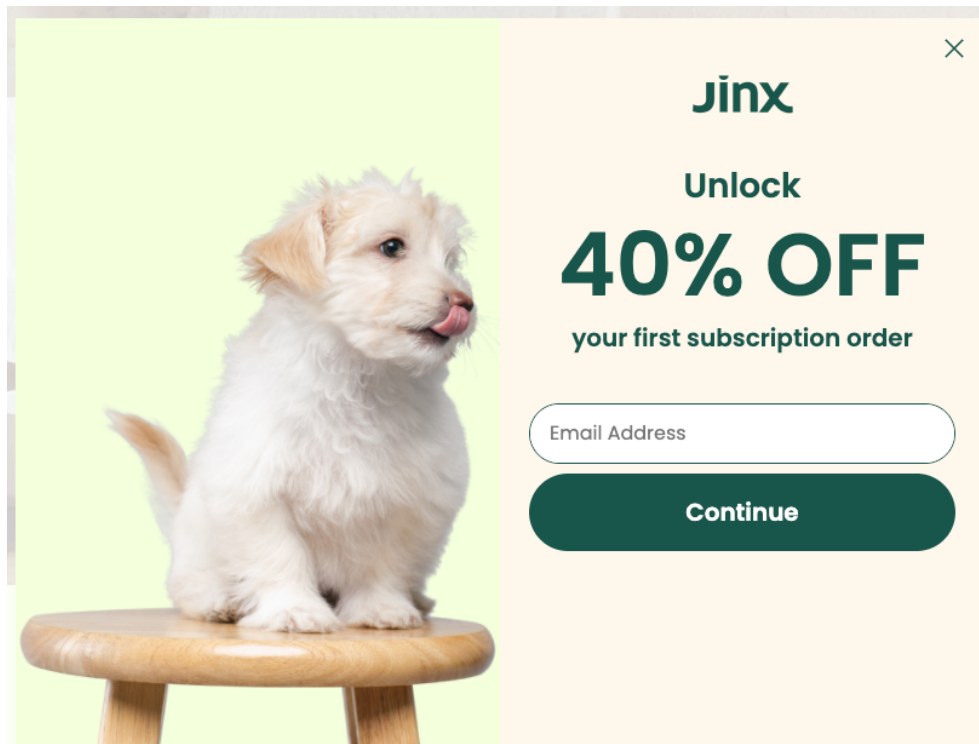
Our deliverables consisted of:

- » Email/SMS Marketing Audit & Lifecycle Strategy
- » Lead Capture Opt-in Method Design & Implementation
- » ReCharge + Attentive Integration
- » ReChargeSMS Setup & Deployment
- » Campaign Calendar, Creative & GIF design
- » List Segmentation & Maintenance
- » QA Testing with Email on Acid
- » Monitoring Deliverability with Glockapps

LIST GROWTH

A Few Examples

We implemented a two-step Attentive pop-up on desktop and mobile (utilizing tap to subscribe on the mobile pop-up).



LIST GROWTH

A Few Examples

We teased new product launches and sales via email to drive SMS subscriber sign-up. Why? Simple. SMS is a much higher converting channel than email.

SHOP ALL

Jinx

LEARN MORE



Get Ready for our Memorial Day Sale

Join our texting club for exclusive discounts, early access to new product drops and doggie wellness tips. Sign up by tomorrow at midnight to unlock access to our upcoming Memorial Day sale.

JOIN THE LIST

RESULTS

Email Marketing


Despite the decrease in ecommerce activity as a whole due to COVID restrictions lifting, we were able to generate significant month-over-month results by honing in on segmentation strategy, revamping underperforming flows, and creating net new customer touchpoints that focused on education as opposed to sales only.

[SHOP ALL](#)

Jinx

[LEARN MORE](#)

Welcome to the pack



Make running out of dog food a thing of the past. Upgrade your dog's bowl with 40% off your first flexible subscription order. No code needed. Simply select the 'Subscribe & Save' option on any eligible product. The savings continue with 5% off every order after that. Adjust, pause or cancel anytime.

TAKE 40% OFF

40% off your first order when you subscribe! 5% off all orders after that.

EMAIL RESULTS

Flows

161%

increase in revenue

116%

increase in click rate

120%

increase in subscriptions

118%

increase in orders

Campaigns

88%

increase in revenue

33%

increase in click rate

129%

increase in subscriptions

85%

increase in orders

RESULTS

SMS Marketing

We oversaw a transition from Attentive to SMSBump then back to Attentive as platform functionality changed over time, specifically related to the ReCharge integration.

132%

increase in SMS revenue

56.5%

increase in SMS subscribers

RESULTS

ReChargeSMS

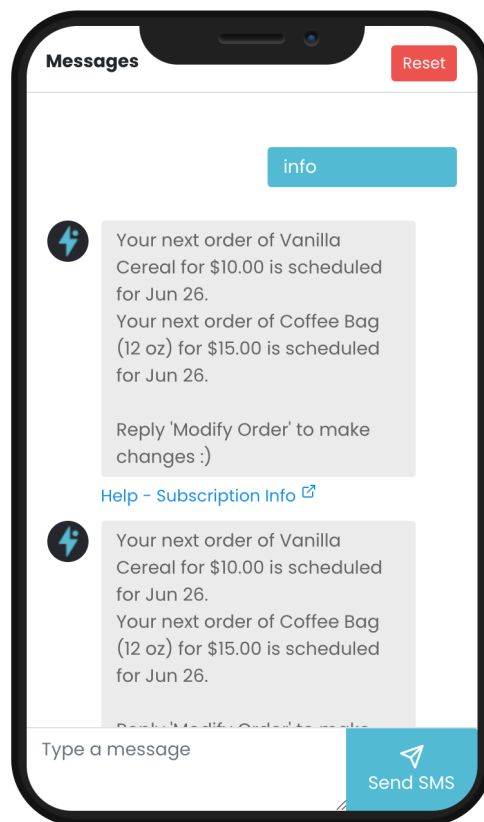
Jinx's business model is primarily focused on recurring subscriptions. We implemented ReChargeSMS, a text-based customer experience tool, to allow Jinx's subscription customers to manage all aspects of their subscription via text.

Simulator

Actions

Coffee Bag (12 oz) x | v

Trigger an action | v



SMS RESULTS

ReChargeSMS

15%

of subscription customers used
ReChargeSMS to take an action
in their account.

12.4%

increase in lifetime value for
customers who used
ReChargeSMS.



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If you're going to invest in marketing, you deserve bottom-line results. Get your free audit, analysis, and consultation today.

LET'S GROW TOGETHER