

Stemless Case Study:

Targeted Texts Drive Results

THE CHALLENGE

Multiple studies agree that text messages have an average open rate of 91%. But beyond customers viewing the texts, what does the open rate mean for retailers? When sending out a text message campaign, there are so many variables that can be changed: the message, the time and day it's sent, and who it's sent to. It was important to us to give retailers both the insight to see how these different variables affected the success of their campaigns and the ability to change them.

As a data-driven platform, it's not enough for us to know that our retailers' customers were viewing messages, we needed to show them how their customers not only interacted with their messages, but how those messages went on to affect their customers purchase habits.

But even giving retailers access to that knowledge only solves half the problem. Once stores understand how their campaigns performed, they need the ability to improve their campaigns by tweaking them and then measure whether those tweaks worked.

OUR SOLUTION

Using Stemless, a customer that is a beauty brand gained insights into their campaigns. They saw that while sending a mass text campaign to their distribution list generated revenue of \$1,560-\$1,998 per campaign (at a cost of \$60), we showed them that this was only generating an average of \$1.14 per text recipient. Coupled with higher unsubscribe rates than they were comfortable with, the company realized they could generate greater spend per customer while also keeping their customers more engaged by sending more targeted messages to the people that would enjoy their categorical sales the most.



**SENDING TEXT
CAMPAIGNS TO MORE
TARGETED LISTS
INCREASED REVENUE
GENERATED BY**

302%

OUR SOLUTION (CONTINUED)

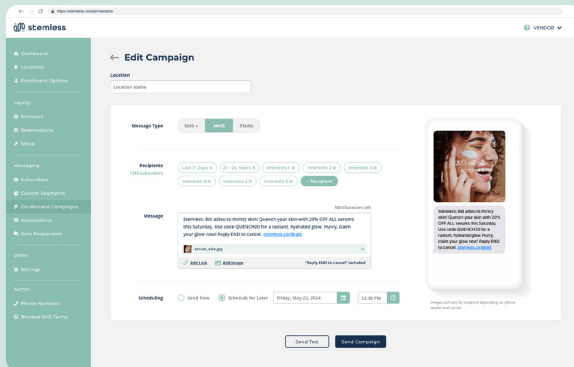
By integrating Stemless with their POS system, they were able to see which customers had purchased a specific category in the past 60 days. They then used that information to create a text campaign to promote a 15% sale on a product in that category. This time, they only sent their campaign to 20% of their customer list, but they generated an average customer spend of \$4.66—an increase of over 300%! Additionally, they were able to decrease their opt-out rate from 3.43% to only 1.71% **and** drop the cost of their campaign from \$60 to \$12 by targeting a much more focused list!

SUMMARY

Sending out targeted messaging allowed this company to:

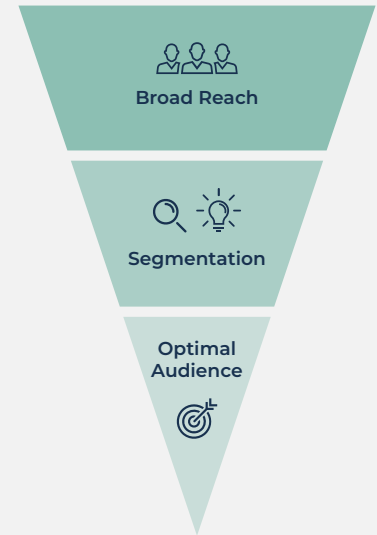
- ✓ **INCREASE THE AMOUNT OF REVENUE** generated by campaigns by over 3X
- ✓ **GROW THEIR LIST FASTER** by decreasing the rate of unsubscribes
- ✓ **SAVE MONEY** on how much they were spending on text message marketing

Segment Stemless text campaigns based on customer characteristics, behavior and/or interests



Text Blasts

Mass campaigns generated an average of **\$1.14** in revenue per customer



Machine Learning Generated Messages

Targeted campaigns reached fewer customers but generated much higher spend per customer—an average of **\$4.66** per recipient!

CONTACT US FOR A FREE DEMO

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