Mobile Messaging Masters 🏆

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

Opening Ceremony: Congrats! You get exclusive, early access to the OC x Birkenstock neon capsule, launching tomorrow. Tap https://oc attn.tw/1Ty2 to shop!

Nice! Now I just have to decide what color I want... 😍
These brands know good text messaging! 🏆
Spring is officially in full bloom, and we’re back with the next edition of the Mobile Messaging Masters series! Each season, our team recognizes forward-thinking brands who use personalized text messaging from Attentive to engage shoppers, acquire customers, and drive incremental revenue. The pages that follow contain eight best-in-class text message campaigns from “Mobile Messaging Masters,” including giveaways, product launches, cart abandonment, and more.

Last year (2018), e-commerce in the US grew 16% to over $500 billion.¹ This increase was largely fueled by mobile sales, which increased 55% year-over-year.¹ Smartphone retail m-commerce sales will reach $203.94 billion this year, making up 34% of all US e-commerce sales.² And, more than half of smartphone users will make at least one digital purchase from their device this year.²

In a world increasingly dominated by mobile, it’s important for retail and e-commerce marketers to create personalized relationships with shoppers on mobile-first channels. Online shoppers have high expectations; they expect their experience with brands to be convenient and customized to their needs. What’s more personalized and convenient than sending updates directly to consumers via text message?

¹ Absolunet, 10 E-Commerce Trends, 2019
² eMarketer, Smartphones Will Account for More than One-Third of E-Commerce Sales, 2019
Text messaging is the most ubiquitous form of communication today. 77% of Americans own a smartphone, and over 99.5% of cellular plans now have unlimited text messaging.³

The prevalence of text messaging offers a wide range of benefits to retail and e-commerce marketers who want to reach their audience across all parts of the funnel in a way that influences shoppers’ decisions (and drives revenue). Innovative brands are taking advantage of personalized text messaging to send limited-time offers, cart abandonment reminders, and more to their highly engaged mobile messaging audience.

Thanks to new solutions to seamlessly drive text channel list growth, 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.⁴

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!).

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³ Pew Research Center, Mobile Fact Sheet, 2018
⁴ Attentive Internal Data, 2018
THE MASTER MOVE:
Jewelry brand Kendra Scott sent a mobile message to subscribers featuring its #1 best selling necklace, The Elisa. They included a gif showcasing different styles of the necklace. In the text copy, Kendra Scott shares the social proof that this necklace has over 16,000 five-star reviews. They ended with a link directly to the product page so shoppers could easily add The Elisa to their carts.

WHY IT WORKS:
Sometimes, shoppers may not know where to start, so they’ll turn to the guidance of best selling products for ideas. Highlighting a favorite product is a perfect example of how non-promotional, evergreen content can still engage shoppers and drive action. The gif with different colors of the necklace is the perfect way to capture attention while also enticing shoppers to take a look at other available styles.
THE MASTER MOVE:
Home decor brand Magnolia used geo-targeting to text subscribers located in Texas about a new book launch event for Joanna Gaines, the owner of Magnolia (and co-host of HGTV’s popular home renovation show, “Fixer Upper”). They included a color-changing, eye-catching gif that clearly stated the event name and date. They also shared a code in the text for a 20% discount on tickets.

WHY IT WORKS:
The use of geo-targeting allows marketers to alert text subscribers of new products or events specifically relevant to their local area. By saying, “There are still a few tickets available,” Magnolia creates a sense of urgency and an expiration for the discount code. They also use the warm and engaging voice that the Magnolia brand is known for by saying, “We hope you’ll join us for the fun.” Lastly, by including the date in the gif, important information is highly visible in the message, making it more likely to drive conversions.
THE MASTER MOVE:
Luxury fashion brand Coach alerted outlet shoppers of new items for spring by sending a timely and visually appealing text message. The message included a custom graphic featuring the new “Coach X Keith Haring” purse. The text copy perfectly embodied a “spring cleaning” theme by saying “Hit refresh.” The copy also clearly stated the discounts that shoppers could expect to receive upon clicking the link to shop.

WHY IT WORKS:
The pink graphic with the Coach logo, purse, and floral accents perfectly expresses the style of this well-known brand while still giving the message a spring feel. The warm tone of the message copy (“Baby, it’s NEW!”), combined with the mention that these items just arrived, is the perfect way to excite Coach shoppers about the new spring collection.
THE MASTER MOVE:
Apparel & accessories brand Opening Ceremony texted subscribers with exclusive, early access to their new neon Birkenstock product launch. In partnership with their agency, AKDM, they created an eye-catching message featuring three available neon colors of Birkenstocks. The brand ended the text by emphasizing the date of the product launch and included a straightforward call-to-action.

WHY IT WORKS:
Not only does Opening Ceremony’s mobile message create a sense of excitement around the new product launch, but it also establishes a VIP feel by giving subscribers exclusive access to shop before anyone else. Opening Ceremony’s custom graphic offers a sneak peek of the product before the launch is live. The immediacy of text messaging makes it an effective channel to drive action around a new launch.
THE MASTER MOVE:
The lost revenue from abandoned online shopping carts represents well over $4 trillion each year in the US.5 To help guide shoppers to complete their purchases, online fashion boutique Dolls Kill sends automated reminders to text messaging subscribers 30 minutes after they abandon their carts. The message includes a link back to their items—which helps rescue otherwise potentially lost sales.

WHY IT WORKS:
A well-timed cart reminder sent via text message helps bring shoppers back to the site to complete their purchase while it’s still top of mind. This reminder is short and sweet, but highly effective. Dolls Kill uses playful, on-brand messaging (“Not so fast babe!”) to remind shoppers that the items they left behind are not only “SUPER cute,” but are in high-demand and selling out fast. This encourages subscribers to click-through and complete their checkout.

5 Business Insider, Shopping cart abandonment, 2015
THE MASTER MOVE:
Shoe brand Nine West sent mobile subscribers a “30% off everything” offer during its Friends & Family event. They included a link to the site, giving shoppers the opportunity to click-through and browse the event right away. The message featured an image with two different pairs of colorful heels, perfect for the spring season. Nine West emphasized the limited-time offer in both the message copy and in the image.

WHY IT WORKS:
Sending subscribers a text message about a current or upcoming promotion, especially something like a “Friends & Family” event, is the perfect way to create a VIP feel while enticing them to shop. The instantaneous nature of text messaging helps drive demand and action around the fleeting offer. Nine West ended the message with a strong call-to-action to “Shop Now,” immediately followed by a link back to their site.
THE MASTER MOVE:
Skincare and cosmetics brand PÜR used mobile messaging to get the word out about a giveaway featuring a new PÜR collection and a pair of Felix Gray Blue Light Glasses. The copy in the text message clearly explained what is included in the giveaway as well as the total value of the package. PÜR used a custom gif to display all the items that are part of the giveaway. They ended with a call-to-action to “Enter to Win.”

WHY IT WORKS:
Alerting your brand’s fans about a giveaway via text messaging is a great way to stand out and quickly capture their attention. The animated gif paired with a celebratory emoji helps this message convey a sense of fun and excitement. By offering a new product collection and advertising the total monetary value of the giveaway items, subscribers will feel even more inclined to enter to win.
DIFF Eyewear, a socially conscious eyeglasses & sunglasses retailer, took an innovative approach to acquire new subscribers: they used Attentive’s “2-in-1” email plus text solution to grow their email list while simultaneously growing their text messaging list. Win win!

**WHY IT WORKS:**
Once a shopper inputs their email address, they are then prompted to complete their sign up and receive the 15% off reward by opting in for text messages. Using Attentive’s patent-pending “two-tap” sign-up, a subscriber taps the button to load a pre-populated text message. Then, the shopper simply taps “Send” on the text to opt-in and begin receiving messages.
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.

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### Define goals

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.

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### Grow subscribers

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.

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### Send messages

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.

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

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