







attentive®

6 Leading BFCM Marketing Success Stories

#1030

STATISTIC	ISSUED TO
[\$3.3M]	Revenue generated from announcement SMS 
[\$200k]	Revenue generated by the early access sale 
[27%]	REVENUE GROWTH 4Q4 
[91x]	ROI 
[\$145k]	Overall revenue 
[48x]	ROI on gifting recommendations  KENDRA SCOTT

Marketing Case Studies

48x

ROI on gifting recommendations
Printed in U.S.A.

Marketing Case Studies

31%

CVR on BFCM session abandonment journey
Printed in U.S.A.

Marketing Case Studies

55%

CTR on 'Yellow Friday' sign-up unit
Printed in U.S.A.




littlesleepies

How Little Sleepies Used SMS to Generate \$10.2M over BFCM

CHALLENGE

Little Sleepies 'Dreams Up' Big Deals for BFCM

Little Sleepies makes pajamas and daywear that are cute, cozy, and gentle on babies' and toddlers' skin. **They were looking to make a big splash with their Black Friday Sale and decided to launch it through Attentive SMS,** knowing this was the best channel to reach their busy target audience.

SOLUTION

Little Sleepies' Text Teaser Sets the Stage for a Sale-Stuffed BFCM

Two days before the sale began, they **sent a text announcing the start date and providing shopping tips,** keeping the sale top of mind for customers and building excitement. On the day of the sale, they kicked things off **exclusively with a text message** to all previous purchasers. The use of on-brand language and emojis was an engaging and fun way to let customers know the sale was live and **incentivized them with a code for 30% off** their purchase.

STRATEGY

Little Sleepies' 'Dreamy' SMS Strategy Lights Up Black Friday Sales

The SMS announcing the beginning of the sale was a resounding success with customers, **generating \$3.3M in revenue with a 62% CVR**. Overall, Little Sleepies **generated \$10.2M in SMS revenue over BFCM weekend, an increase of 16% YoY**.

RESULTS

Key Takeaways:

- Keep your audience excited during the BFCM sales
- Send text-exclusive deals to your customers



Little Sleepies: Ready. Set Save! ❤️🔥 The moment you've been waiting for is here. Our Black Friday Sale starts NOW! Score 30% off sitewide with code: LSFAM <https://littlesleepies.attn.tv/l/xAM>
*Exclusions apply.

\$3.3M

Revenue generated from announcement SMS

62%

CVR

16%

YoY BFCM revenue growth

“Our customers are usually parents of little kids and they're very busy, so the ability to reach them on their phone and make it simple for them to purchase has always been a key to our success. When it came to planning for our Black Friday Sale, **it was an obvious choice to build excitement and launch it through SMS with Attentive.**”



littlesleepies

Lindsay McClelland
Vice President of Marketing



GLOBAL HEALING®



How Global Healing Surpassed their Revenue Goals by 333% with a BFCM Early Access Sale

CHALLENGE

Global Healing Vitamin 'B-FCM' Boosts Revenue Beyond Belief

Global Healing has been making organic vitamins and supplements for over 25 years. When planning for BFCM 2023, they were aiming to **generate \$60k in revenue**, a 12% increase YoY. With the help of Attentive, **they were able to greatly outperform their original goal.**

SOLUTION

Early Access for Loyal Subscribers Drives SMS and Email Revenue

First, they **sent a message to their SMS and email subscribers a few days before the sale publicly started to grant early access.** The message included an **MMS of the BFCM offer and activation code**, making it attention-grabbing and functional. Finally, they launched a **retargeting SMS** to reignite relationships with those who had previously engaged with the brand.

STRATEGY

Global Healing Texts Their Way to Tripling Targets

Global Healing's Early Access Sale **generated \$200k in revenue, surpassing their goal by 333%**. The retargeting campaign brought in an incremental \$80k. Overall, the **brand drove \$354k in attributable revenue over BFCM, a 68% increase YoY**, making SMS their highest ROI channel.

RESULTS

Key Takeaways:

- Reward your SMS subscribers with **Exclusive Early Access** sale
- Retarget engaged users to rekindle interest & drive sales



Global Healing: EARLY ACCESS GRANTED: This season, prioritize your well-being with our holistic health solutions. Invest in your long-term health and unlock the path to vitality. Shop now: <https://globalhealing.attn.tv/1/YEV/A4AAA>

\$200k

Revenue Generated by the Early Access Sale

#1

Channel for ROI

68%

Increase in Revenue YoY

"We leveraged Attentive versatile features to optimize our BFCM campaign. From testing browser abandonment copy to themed sign-up units, each tactic contributed to our success. **The highlight was implementing retargeting campaigns, swiftly adopted across all our efforts for their promising results.** Attentive's intuitive platform seamlessly integrated these elements, ensuring the triumph of our BFCM campaign for Global Healing."



Carmen Knight
Email and SMS Marketer, Global Healing



McGEE & CO.

How McGee & Co. Gained \$225k over BFCM by Staying Top of Mind

CHALLENGE

Shopping Intent-sified: McGee & Co. Winning Strategy for BFCM

Interior brand McGee & Co. aimed to increase their annual revenue during their third BFCM with Attentive by focusing their strategy on converting high-intent shoppers.

SOLUTION

McGee & Co. Targets Cart Abandoners in Final Sale Hours

On the last day of the sale, McGee & Co. used Attentive Campaign Composer to target previous cart abandoners. Recognizing their high purchase intent and the long decision-making process for furniture, they first sent a message highlighting the ongoing sale and offered free shipping, then sent a second emphasizing the urgency of the sale ending at midnight.

STRATEGY

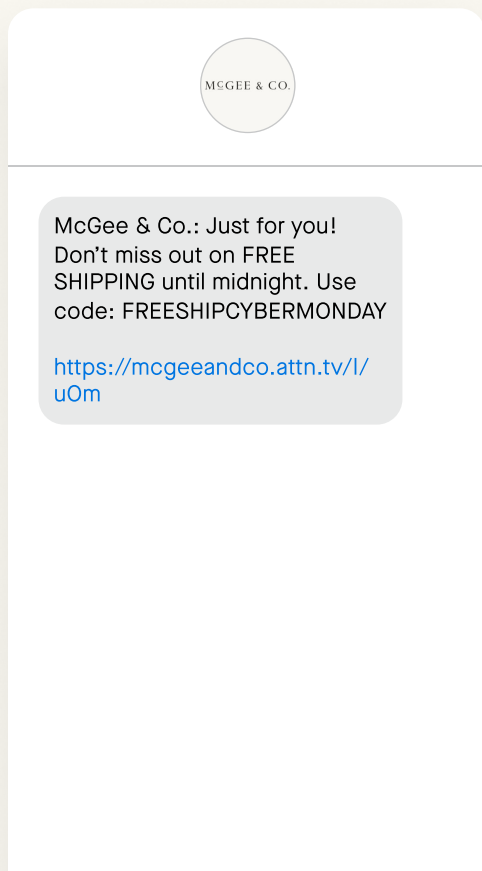
McGee & Co. Recovers \$225K from Abandoned Shoppers

The sequenced message campaign lead to great results. The first message had an 11% CTR and 24% CVR, generating \$180k. The second saw the highest metrics of their BFCM campaign with a 25% CTR, 34% CVR, and an incremental \$45k. In total, the abandoned cart segment generated over \$225k. Overall, McGee & Co. drove over \$7.1M in SMS revenue over BFCM, a 27% growth YoY.

RESULTS

Key Takeaways:

- Send texts to your high-intent segment, like abandoned cart
- Re-engage subscribers with special promotions and discounts
- Create urgency with time sensitive offers



24.8%

Campaign CVR

25.2%

CTR on Retargeting SMS

27%

Revenue Growth YoY

“We know interiors and furniture are not purchased impulsively, so being able to stay connected and top of mind while people consider options has helped us drive conversion rates up. With Attentive SMS, we're able to **ensure our highest intent browsers become customers.**”

McGEE & CO.

Denise Bruhns
SVP of Marketing



ROARK 

How Roark Drove 200% More Revenue over BFCM with an SMS-Only Offer

CHALLENGE

Roark Stitches Up Profits with SMS-Exclusive Coupon

Roark makes bespoke apparel and travel gear inspired by locations all over the world. Previously a Bloomreach customer, 2023 was their first BFCM with Attentive, and they were excited to make the most of it with an **SMS-exclusive coupon**.

SOLUTION

Roark's Welcomes Subscribers with Extra 15% Off

At the launch of their BFCM sale, they sent a message to their entire subscriber base with an **SMS-only coupon for an additional 15% off their sitewide sale**. They also **added it to their welcome series** during the sale to target new subscribers and encourage more usage.

STRATEGY

Roark's Exclusive Offer Clicks with SMS Subscribers

Customers responded to the exclusivity factor of the offer with the excitement level Roark hoped they would. **The coupon message was especially popular with their loyalty segment, achieving a 28% CTR and 21% CVR.** But the results among non-loyalty members were also impressive with a 15% CTR and CVR. **This led to a 91x ROI for the offer, increasing overall last-click revenue for BFCM by 200% YoY.**

RESULTS

Key Takeaways:

- Reward SMS subscribers with exclusive SMS-only deals
- Personalize your welcome series for BFCM discounts



Roark: Our Past Journeys Sale is just getting started. We've marked down some of our favorite pieces from Men's, Women's, & Run Amok- all up to 60% off.

Text Subscribers enjoy an extra 15% off our Past Journeys Sale by using code Roark15 at checkout!

Shop Men's Sale: <https://roark.attn.tv/l/4fp/AAAAA>

91X

ROI

28%

CTR

21%

CVR

"We were really hoping to **drive excitement for the sale and a sense of exclusivity with an SMS-only offer.** The stackable code accomplished this, and being able to send it to our full list as a perk of being an SMS subscriber helped us achieve big growth YoY."

ROARK

Fiorella Rollins
Digital Marketing Manager



How Jason's Deli Drove a 40% Increase in Daily Sign-ups with SMS & App Alignment

CHALLENGE

Jason's Deli's Recipe for Driving Loyalty Sign-ups

Jason's Deli is a family-owned fast casual restaurant with more than 200 locations. In December 2023, the brand launched an SMS holiday campaign with the goal of **increasing sign-ups for their loyalty program** and **driving revenue through their app**.

SOLUTION

Jason's Deli Serves Up '12 Days of Delicious'

Jason's Deli launched the '12 Days of Delicious' campaign with **daily offers available only in their loyalty app**. Non-loyalty members received 3 SMS messages throughout the 12 days with **teasers offers** and a call-to-action to download the app and sign up for the loyalty program. Existing loyalty members received **daily campaign text messages with different offers**, incentivizing them to place orders through their app.

STRATEGY

Jason's Deli's Loyalty Program Reaches New Milestones

The campaign had great engagement and results from both segments, with overall **revenue of \$145k**. There was a **40% increase in daily sign-ups** for the loyalty program during this time, bringing their total subscribers to **700k+**. While offers sent to the loyalty segment had a **35% CVR**.

RESULTS

Key Takeaways:

- Personalize message journeys for relevant segments
- Send daily texts to get subscribers excited about coming back



Jason's Deli: Day 2 means Double the Deli Deliciousness! Earn double points as a Deli Dollars member if you order today: <https://jasonsdeli.attn.tv/1/9Gj>

30%

Campaign CVR

35%

Holiday Revenue Growth YoY

4%

Overall revenue attributable to SMS

"Attentive's SMS was the perfect channel to execute the '12 Days of Delicious' campaign in because **we were able to stay top-of-mind for customers and remind them of the deals at times they were more likely to order**. We saw great results and are excited to bring the learnings from it into future campaigns."



Kim Collura
VP of Marketing



KENDRA SCOTT

How Kendra Scott Crafted Personalized Holiday Shopping Experiences With Attentive

CHALLENGE

Kendra Scott Sparkles with Attentive Strategies for BFCM

During BFCM 2023, Kendra Scott partnered with Attentive to implement a series of unique strategies crafted specifically for the year-end retail rush.

SOLUTION

Kendra Scott's Conversational Gift Guide Brightens 'Yellow Friday' Shopping

Kendra Scott rebranded Black Friday as "Yellow Friday," using custom **sign-up units** and early access to engage customers. They **mimicked their in-store experience online** with a conversational gift guide and personalized recommendations. Additionally, they used **celebrity-endorsed MMS campaigns** and an **abandonment journey** to boost sales.

STRATEGY

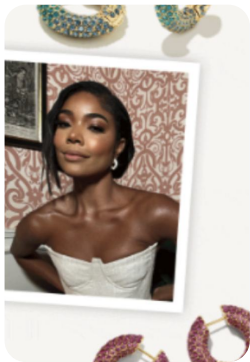
Kendra Scott's Holiday Strategies Outshine the Competition

Kendra Scott's "Yellow Friday" sign-up unit resulted in a 55% CTR and 28% CVR, while the Gift Guide saw a 55% CTR and 48x ROI. Their celebrity MMS campaign achieved an 11% CVR. The session abandonment journey yielded a 9.7% CTR and 31% CVR. These strategies effectively set the brand apart in the highly competitive holiday market.

RESULTS

Key Takeaways:

- Use Conversational messaging to mimic in person experiences
- Create Virtual gift guide to offer tailored recommendations
- Customize sign-up units to match BFCM campaigns



Kendra Scott: Woah... this celeb favorite hoop is 30% OFF! Shop quick! <https://kendrascott.attn.tv/1/yOk>

48X

ROI on gifting recommendations

31%

CVR on BFCM session abandonment journey

55%

CTR on 'Yellow Friday' sign-up unit

"Attentive was essential in **enabling us to connect with our subscribers when it mattered most**, providing a reliable platform for timely and targeted engagement that **enhanced the Cyber Week shopping experience.**"

 KENDRA SCOTT

Lauren Zarzour
Sr. Director of Paid & Owned Marketing