



 Campaigner



Leveraging SMS for Boosting Brand Performance



Background & Implementation



A mid-sized, European travel brand, aimed to increase customer engagement and sales through digital marketing channels. For years, the brand relied heavily on email marketing to reach its customers but recently they incorporated SMS marketing into their strategy.

This case study explores the impact of adding SMS marketing on the brand's performance over the last three months, specifically comparing the click rates of email and SMS campaigns.

Objectives



Increase customer
engagement



Drive more traffic to the
website



Boost
overall sales

Channels Compared



Email Marketing

The brand continued its regular email campaigns, which included newsletters, promotional offers such as seasonal sales, and product announcements.



SMS Marketing

The brand implemented SMS campaigns for promotional offers, flash sales, and personalized messages.



Over a 3-month period, Click-Through Rate (CTR), Customer Engagement, and Sales Conversion Rate were monitored for Email and SMS

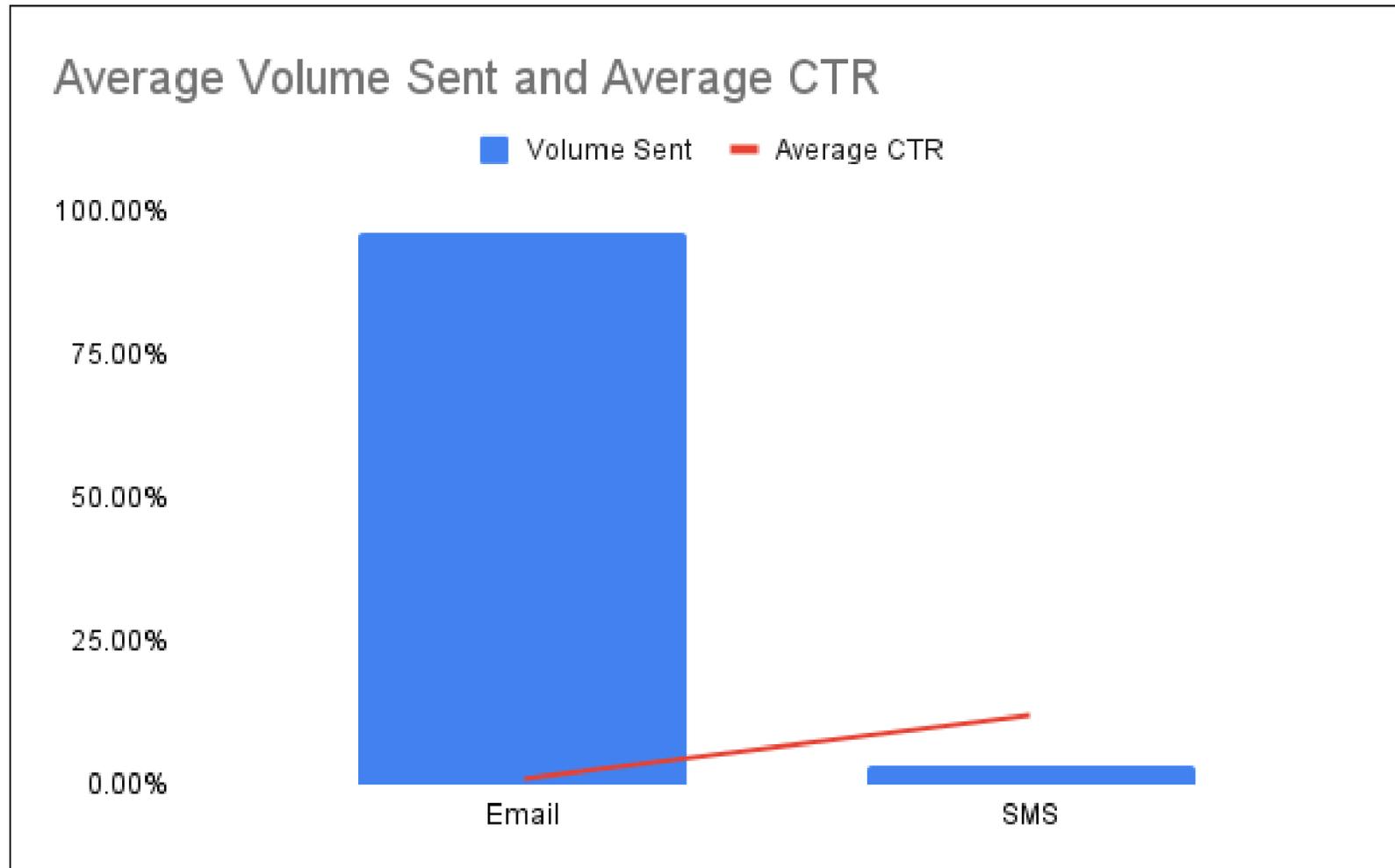


Anaylsing The CTR

Email Campaigns: Average CTR 1.22%
Volume: Approximately 9m emails sent per month.

SMS Campaigns: Average CTR:12.36%
Volume: Approximately 325,000 SMS messages sent per month.

Therefore 3% of the volume gave ~1000% increased clicks



Analysing The Results



		
Customer Engagement	Email Open rates in emails were steady but not significantly increasing	SMS Open rates were notably higher, as SMS are typically opened within minutes.
Sales Conversion Rate	The sales conversion rate from email clicks was around 1.2%.	The sales conversion rate from SMS clicks was higher, at around 12.36%.

Key Takeaways



Higher Engagement:

SMS messages achieved a much higher click-through rate compared to emails, suggesting that SMS is a more engaging channel for the brand's customers.



Timely Responses:

The immediacy of SMS contributed to quicker customer responses, enhancing the effectiveness of time-sensitive promotions.



Increased Conversions:

The elevated click-through rates from SMS marketing led to a higher sales conversion rate, positively impacting the brand's revenue.

Recommendations



Increase SMS Campaigns:

Given the success discussed in this case study should increase the frequency of SMS campaigns, particularly for promotions and time-sensitive offers.



Segment Audience:

Use customer data to segment audiences and personalize SMS messages to further improve engagement and conversion rates.



Integrate Channels:

While SMS shows higher engagement, a combined approach that leverages both email and SMS can create a more robust marketing strategy, catering to different customer preferences.



Interested in activating SMS?

Contact our Sales Team at salesteam@campaigner.com

