

Large Specialty Retailer Generates Millions in Revenue



**Voice & Text
Messaging
campaign generates
\$11MM in sales**

Situation

- Specialty retailer seeks to drive store sales through unredeemed merchandise credits and non-purchased reserved merchandise

Strategy

- Leverage SoundBite's voice messaging to landline and text messaging to mobile phones to remind over 3.5MM consumers of unused credits and reserved merchandise

Results

- Campaign generated over \$11MM in sales
- \$1.9MM in merchandise credit was redeemed
- Low opt-out rate (2.7%) confirmed consumers desire to be communicated with regarding merchandise credit

Multi-channel campaign drives high redemption rates