

CASE STUDY

How CB2 Doubled Its Holiday Season Revenue Year-Over-Year—Driving \$2M+ With Text Messaging

attentive®

CB2

CB2 is a city-minded home brand with a boutique-like attitude. It brings a signature creative edge and high-design aesthetic to everything it creates. The brand is known for its highly curated collections and creative approach to design—all for less than you might think.

CHALLENGE

With all the noise that inundates consumers throughout the holiday season, CB2 needed an engaging and effective way to reach shoppers with promotions and other marketing messages to drive more revenue.

SOLUTION

CB2 had recently launched a mobile messaging program with Attentive right before the 2018 holiday season, so it leaned into its new text messaging channel at that time to reach holiday shoppers. In 2019, CB2 built upon its SMS learnings from the previous holiday season. After seeing that SMS subscribers were incredibly engaged, the brand extended its promotional window and increased the number of messages sent. This strategy helped the brand continue to grow revenue during the post-holiday period, when sales were traditionally slightly slower.

390%

YoY subscriber growth

\$2M+

revenue driven during the week of Black Friday and Cyber Monday

153X

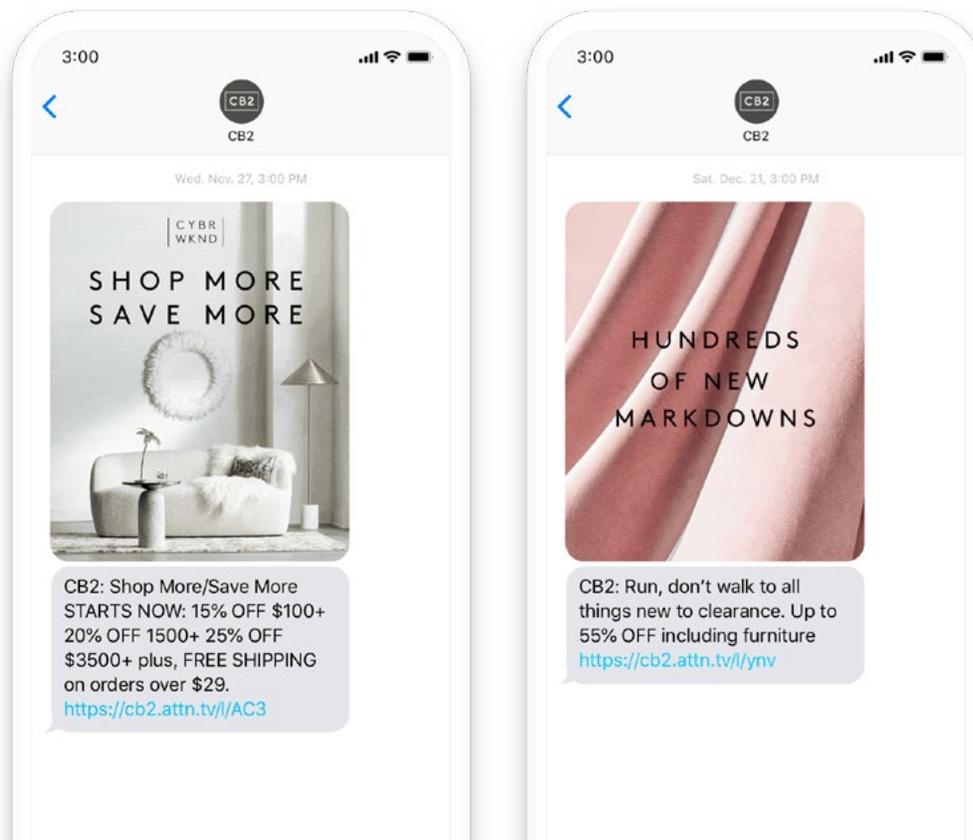
ROI during 2019 holiday season, a 21% increase YoY

STRATEGY

After an incredibly successful 2018 holiday season, CB2 used the next year to quickly grow a list of text messaging subscribers and create a thoughtful strategy to make the 2019 holiday season even more successful. Year-over-year, the brand grew subscribers by 390%. From the Wednesday before Thanksgiving through Cyber Monday, CB2 sent three messages and more than doubled the amount of revenue generated during that same period of time in 2018—a total of \$1 million—to a whopping \$2 million from one-time marketing messages and an additional half a million dollars driven from abandoned cart reminders.

RESULTS

“We saw a click-through rate of over 30% on our abandoned cart reminder messages, and our conversion rate was also incredibly strong,” added Cruickshank. CB2 achieved 153x ROI over the entire 2019 holiday season—a 21% increase from 2018. “SMS subscribers are extremely engaged—it’s now the number one marketing channel that we default to if we want to get in front of customers quickly and drive sales in a short window of time,” said Cruickshank.



“This is a very engaged audience and SMS is a very effective, direct way to connect with people. It’s the easiest thing I work on and the most successful.”

“We were extremely pleased with how our mobile messaging channel performed during the holiday season. During the week of Black Friday and Cyber Monday, we drove over \$2 million in revenue.”



Phillip Cruickshank
BRAND MARKETING MANAGER,
CB2