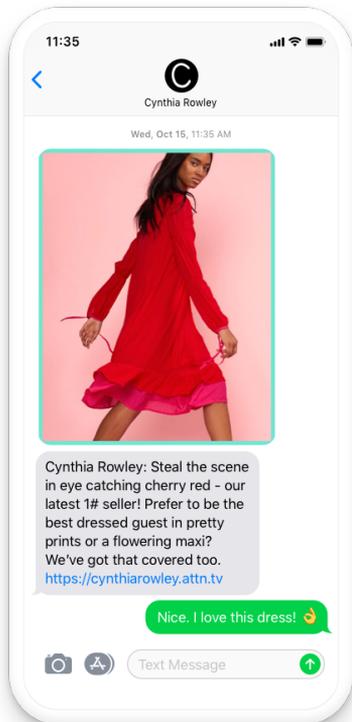


attentive

CYNTHIA ROWLEY

How Cynthia Rowley drives 33x ROI with personalized mobile messaging



33x⁺
ROI

268%
Subscriber Growth (6 Months)

24%⁺
Cart Abandonment CVR

CYNTHIA ROWLEY

INDUSTRY

Women's Fashion

WEBSITE

www.cynthiarowley.com

ABOUT

Cynthia Rowley is a leading global lifestyle brand based in New York City. Always reaching new places with its nomadic pop-up retail concept, the collection is sold in Cynthia Rowley boutiques nationwide, online, and at select specialty retailers.



Background

Cynthia Rowley is a leading global lifestyle brand built on the philosophy that fashion should be an adventure. The brand's signature pretty-meets-sporty assortment features ready-to-wear, surf and swim, fitness, accessories, and home decor.

Challenge

Cynthia Rowley's e-commerce business has grown exponentially over the last few years. With over 70% of website traffic coming from mobile devices, they wanted to communicate with clients in their preferred channel and engage high-value mobile shoppers to positively impact overall conversion rates. Cynthia Rowley also needed to maintain the aesthetic quality of their content.

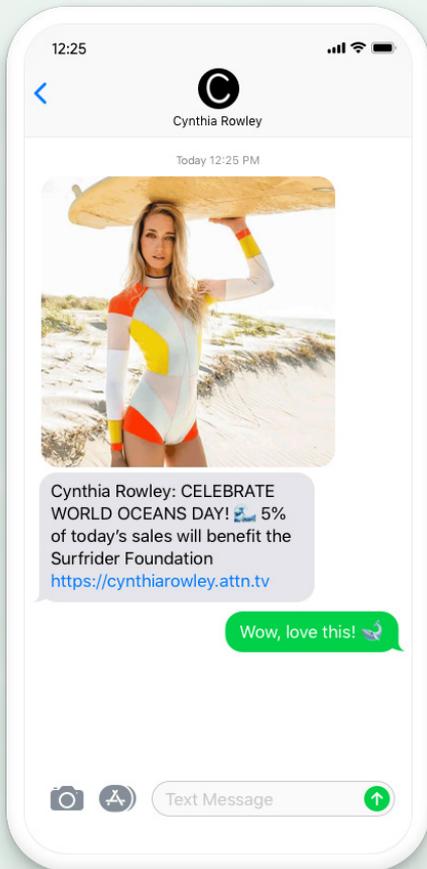
Solution

Partner with Attentive to rapidly scale a text messaging program and grow their mobile subscriber base. Reach shoppers in an immediate and direct way where they spend the most time on their phones: text messaging.

“Getting started with Attentive was easy—it took maybe a week or two. We started with a mobile pop-up to collect sign-ups and acquired a lot of phone numbers. We then expanded to abandoned cart reminders and other types of text messaging.”

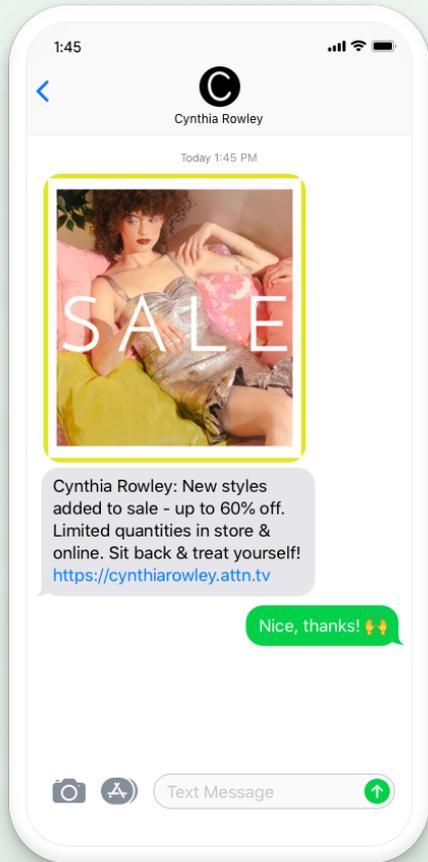


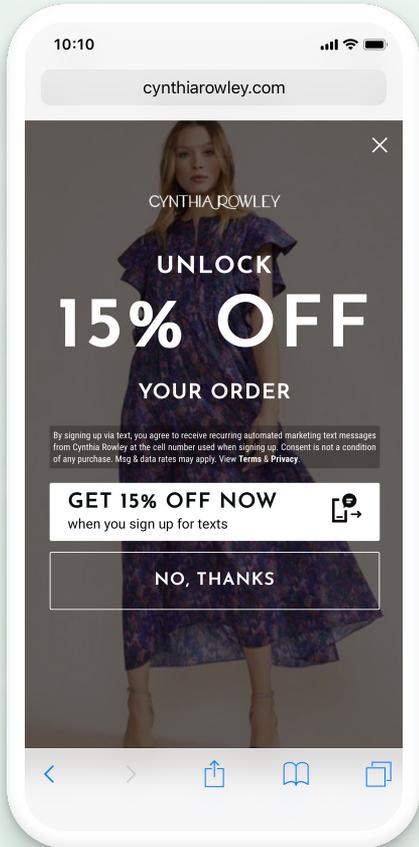
Emily Andrews
VP of E-Commerce, Cynthia Rowley



CHARITY FOUNDATION

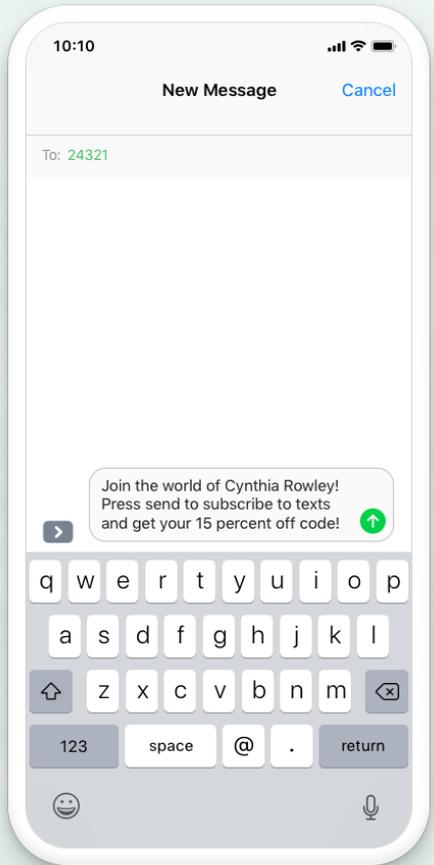
NEW SALE STYLES





MOBILE WEB SIGN-UP

PRE-POPULATED TEXT



Strategy

Cynthia Rowley drives text messaging opt-ins on their mobile website using Attentive’s “two-tap” sign-up creatives, which the Attentive team helps design as part of its white-glove service. After a subscriber joins, they receive an automated series of “welcome” messages to introduce them to the brand.

“We wanted to find ways to continue to inspire our customers with vibrant content, while also communicating with them in their preferred ways and not adding to their inbox anxiety.”



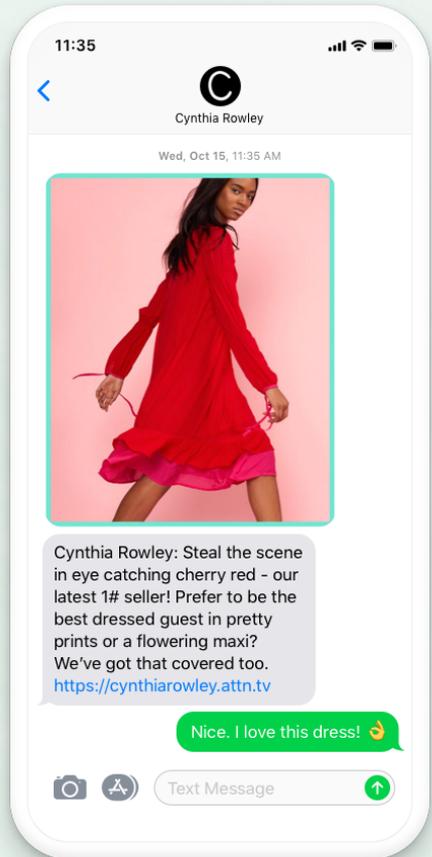
Allie Egan
President & CEO, Cynthia Rowley

Cynthia Rowley uses the text message marketing channel in a variety of ways, such as alerting subscribers of new arrivals & best sellers, an adventure-inspired “as seen on social” series, invitations to in-store events, and limited-time promotions.

To further enhance their customer engagement strategy during New York Fashion Week, they sent a text message to subscribers promoting a giveaway of 2 tickets to attend the Cynthia Rowley runway show, where the winner would be among the first to see the new Fall/Winter collection. Through this brand marketing campaign delivered through text messaging, they were able to drive high engagement without offering a discount.

Cynthia Rowley also sends text messages in tandem with marketing emails. “We will send the text out first and the email after; sometimes we’ll send the text after the email as a quick reminder. We found that these two channels both work really well together,” said Andrews.

BEST SELLERS



NYFW GIVEAWAY



11:45 AM

Cynthia Rowley

Text Message
Today 11:45 AM

Cynthia Rowley: You've left something wonderful behind. Come back before it's gone!
<https://cynthiarowley.atn.tv>

Text Message

Results



Over a 6-month period, Cynthia Rowley grew text messaging subscribers by 268%. Overall, they've driven 33x ROI since implementing a personalized mobile messaging channel.

Cynthia Rowley has also implemented a cart abandonment campaign that sends a text message reminder to subscribers 60 minutes after they abandon their online shopping cart. This automated message has resulted in 24%+ conversion rates, helping recover sales that otherwise might be lost.

As for future plans to scale this program, Cynthia Rowley intends on implementing Attentive's 2-in-1 mobile creatives, which will allow them to capture both mobile phone numbers and email addresses. They're also interested in creating dedicated landing pages to drive mobile messaging sign-ups from social media.

attentive

CYNTHIA ROWLEY



While there are many ways to reach our customers—through social, email, and advertising—texting just made sense to us because it’s how people communicate these days, and it’s much more immediate.

It’s also a less saturated channel, so if people aren’t responsive elsewhere, you can always reach them directly through text messaging.



Emily Andrews
VP of E-Commerce, Cynthia Rowley

attentive®

Personalized Mobile Messaging

Attentive is a personalized mobile messaging platform for innovative brands & organizations that can quickly become a top 3 revenue channel. Using real-time behavioral data, Attentive automatically sends engaging text messages to each subscriber at every step of the customer lifecycle. 1,000+ brands rely on Attentive and see strong performance, like 30%+ click-through rates and 25x+ ROI.

LEARN MORE:

www.attentivemobile.com

REQUEST A DEMO:

info@attentivemobile.com