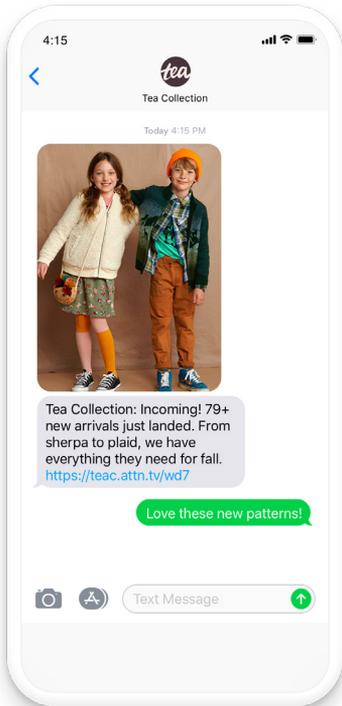


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Tea Collection: Using Text Messaging to Engage Shoppers and Deliver 43x ROI



43x⁺

Overall Program ROI

29.1%

Conversion Rate
on Welcome Offer

10%

Average Conversion Rate
on Marketing Messages

The background of the entire image shows several children's clothing items laid out. At the top, there are three shirts: a blue one with yellow sun-like patterns, a red one with a floral pattern, and a black and white striped one. Below these, there are more items including a white shirt with a floral pattern, a pink and white striped shirt, a yellow shirt with a floral pattern, and a dark shirt with a colorful pattern. The central text is overlaid on a white semi-transparent rectangle.

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INDUSTRY

Children's apparel

WEBSITE

www.teacollection.com

ABOUT

Tea Collection began with the dream to inspire global connection and curiosity for little citizens of the world. They bring the beauty of different cultures and modern design to children's clothing, while giving back 10% of profits to ensure a better world for kids everywhere.



Background

Tea Collection travels the world to bring globally-inspired, well-made children's clothing for all of life's adventures, both big & small. With an in-house creative team made up of both designers and artists, Tea Collection ensures that what they bring to market is both inspired and unique.

Challenge

Tea Collection was looking for a new channel to connect with shoppers, as well as a way to make shopping and learning about the brand easier and more convenient for consumers.

Solution

Partner with Attentive to create a new ROI-positive channel to connect with shoppers in a more direct, engaging way. Use Attentive's patent-pending sign-up technology to quickly grow a list of text messaging subscribers.



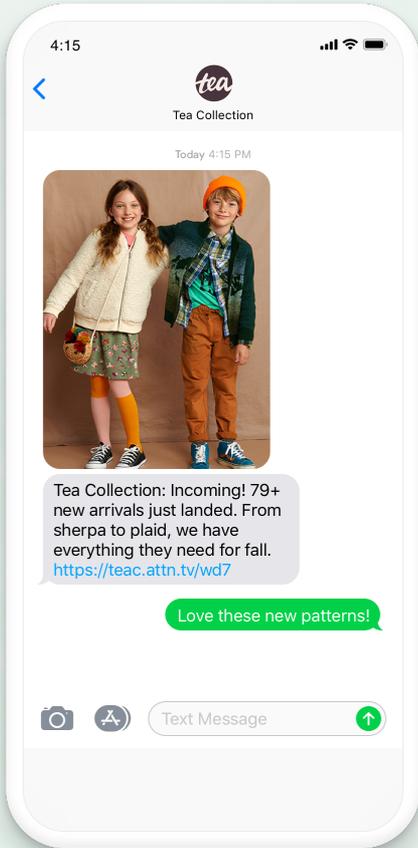
With email, you never really know if you're going to reach that person; the average consumer probably has 3-4 email addresses. But we know text message marketing is very effective—it has high open rates and conversion rates. It was a no-brainer to add this channel to the rest of our marketing initiatives.



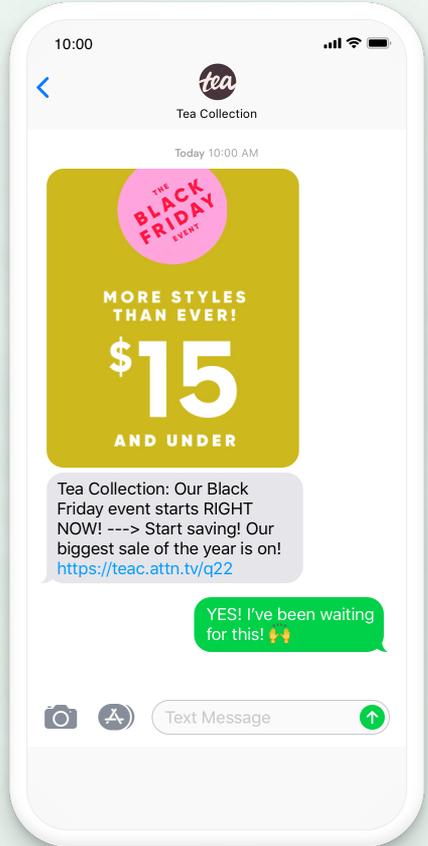
Rob Russo

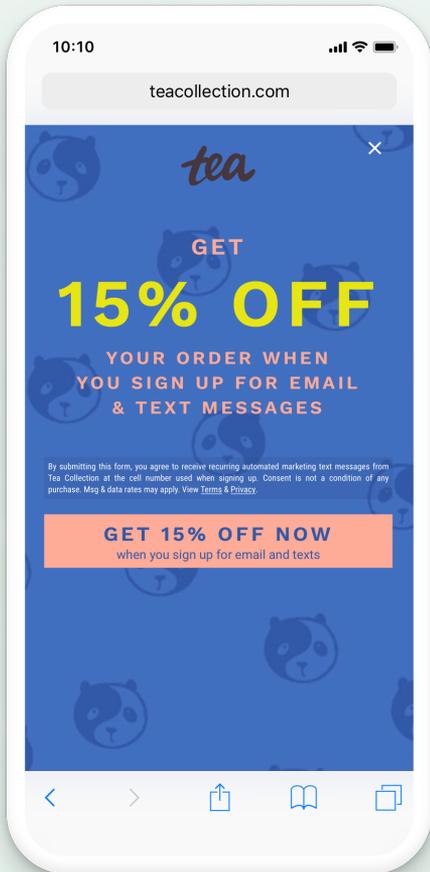
Performance Marketing Manager, Tea Collection

SEASONAL



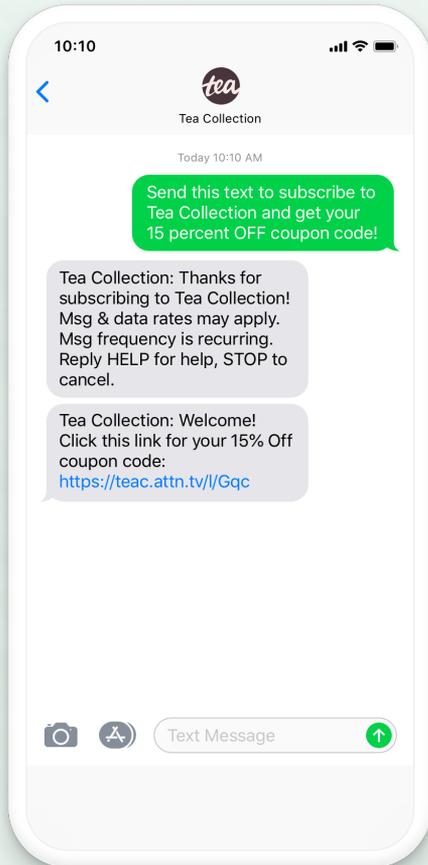
NEW ARRIVALS





MOBILE WEB SIGN-UP

WELCOME MESSAGE



Strategy

Tea Collection drives email and text messaging opt-ins simultaneously on their mobile website using Attentive's "Email-First" sign-up solution. After a subscriber joins, they receive an automated series of "welcome" messages introducing them to Tea Collection, including a coupon for 15% off. If a subscriber doesn't redeem their coupon after three days, they receive an automated text message reminder that their coupon is still available.

Tea Collection uses the text message marketing channel in a variety of ways, such as alerting subscribers of new arrivals, limited-time sales, twice-yearly "Friends & Family" sales, and seasonal promotions. "Our fans and shoppers want to know when new items hit the site, so it's important that we provide information to them whenever we launch new products or have sales events," said Russo.

As a philanthropic brand that gives back to charity, Tea Collection sent a text to mobile subscribers on Giving Tuesday—a movement that takes place on the Tuesday after Thanksgiving to promote charitable giving—announcing the brand would donate an outfit to a child in need for each purchase made that day. Tea Collection was able to donate over 1,500 outfits.

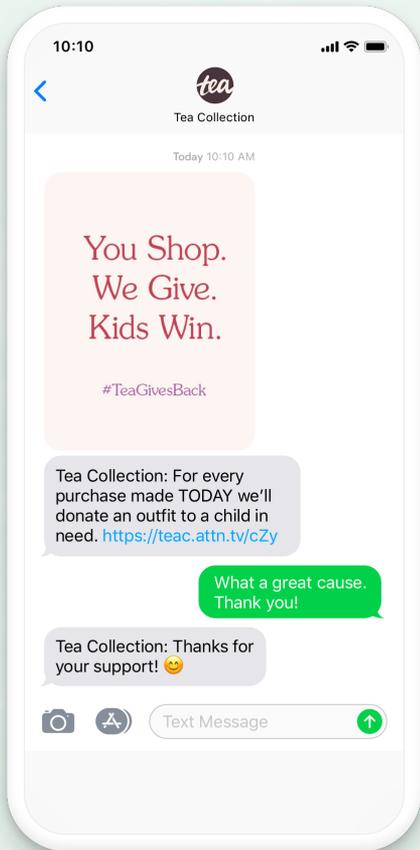


It's all part of the larger theme our founder has established: greater global consciousness. We want to be active in the world and do our part to give back.



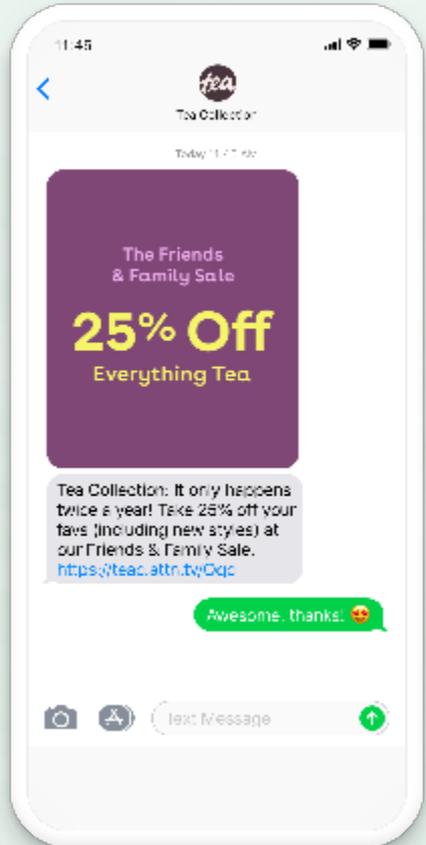
Rob Russo

Performance Marketing Manager, Tea Collection



GIVING TUESDAY

FRIENDS & FAMILY





12:15

Tee Collection

Today 12:15 PM



Tee Collection: Last Chance for Sale-On-Sale. TODAY is the very last day for an additional 40% off hundreds of sale styles. <https://www.tee.com/hot/czy>

Great Shopping this right now!

Text Message

Results



Tea Collection's subscribers are incredibly engaged. The brand's text messaging channel has delivered an overall ROI of 43x.

"The ROI we see from Attentive is one of the highest out of all the platforms we use," said Russo. This value is spread across the customer journey. The welcome message delivers a 29% average conversion rate, and one-time marketing messages see an average conversion rate of 10%.

As for future plans to scale their program, Tea Collection intends on sending more segmented messages and implementing an abandoned cart reminder which will allow them to recover sales that might otherwise be lost. Tea Collection also plans on conducting more A/B testing on their messages to understand which content resonates most with their audience.

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The service we get from Attentive is incredible. They've helped us every step of the way by providing strategic guidelines. We've learned a lot and have been able to optimize our channel to further improve performance.

It's been an incredible experience to work with a company that is willing to help in every way. **We never would have had the success we've had with text messaging if we weren't working with Attentive. We're very happy.**



Rob Russo

Performance Marketing Manager, Tea Collection

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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. Over 1,000 leading businesses 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