

## CASE STUDY

# How Rainbow Drives 65x ROI With Personalized Text Messaging

attentive® | *Rainbow*

Rainbow is a lifestyle brand offering a selection of on-trend clothing, shoes, and accessories for women and children. With over 1,100 store locations in the United States, Puerto Rico, and US Virgin Islands, as well as RainbowShops.com, Rainbow helps shoppers achieve the perfect style, right when they need it.

### CHALLENGE

Rainbow, who sees 80% of digital revenue coming from mobile devices, needed a more effective way to reach shoppers where they spend the majority of their time: on their phones.

### SOLUTION

Partner with Attentive to reach mobile shoppers with relevant and timely updates through text messaging. Quickly scale up a new performance marketing channel.

# 477%

YoY subscriber growth

# 200X+

ROI of triggered text messages

# 65X+

overall program ROI

## STRATEGY

Rainbow drives text messaging opt-ins with Attentive's "two-tap" sign-up on its mobile website, as well as a sign-up unit on its desktop site, with various creatives that the Attentive team helps design. After a subscriber joins Rainbow's mobile messaging program, they receive a series of automated welcome messages, which see up to 78% CTRs.

Rainbow sends text messages to mobile subscribers to alert them of limited-time promotions, for holidays like Memorial Day, Easter, Tax Day, and more; seasonal-specific product items, like sandals for summer and jackets for fall; and individualized reminders about recently abandoned carts, which have seen conversion rates of 25%+.

## RESULTS

Rainbow has seen outstanding performance with Attentive. Year over year, subscribers have grown 477%, with an opt-out rate of less than .3%. For Rainbow's mobile-first (and sometimes even mobile-only) audience, text messaging has proven to be an extremely effective direct marketing channel, with 15%+ CVRs on automated messages such as welcome offers, and 25%+ CVRs on cart abandonment reminders. Overall, Rainbow has seen 65x+ ROI since implementing a personalized mobile messaging channel.

"When we transitioned our welcome series to go from email-first to text-first, revenue when up 6x, coupon redemption doubled, and it continues to be a huge driver of traffic for us every time we send a message."

"What's more natural on a mobile device: texting or email? We think text messaging is the most frictionless way to communicate with people on phones. We're looking forward to doing more and more kinds of triggered and campaign messages via SMS."



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