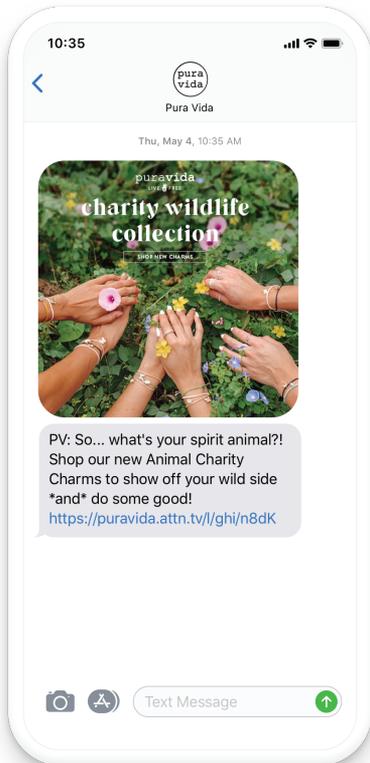


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How Pura Vida Bracelets Tests Brand Voice and Strategy in the Mobile Channel— Delivering 15x ROI



15x⁺

Overall program ROI

411%

Subscriber growth (9 months)



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INDUSTRY

Sustainable Jewelry

WEBSITE

www.puravidabracelets.com

ABOUT

Founded in Costa Rica, Pura Vida Bracelets provides sustainable jobs to artisans worldwide and raises awareness for charities with products that give back.

Every Pura Vida product is carefully handcrafted, with a dedication to the “pura vida” way of life, as demonstrated in the seemingly endless color combinations and innovative styles.



Background

At Pura Vida Bracelets, giving back has always been at the core of what they do. Over the last few years, they've partnered with more than 175 charities around the world to donate nearly \$2.2 million to causes their audience cares about.

Challenge

Pura Vida's audience—primarily Gen Z and Millennials—values authenticity from the brands they support. So, Pura Vida needed to ensure a consistent and authentic voice across all communication channels—from email and social media to text messaging.

Solution

Pura Vida’s brand voice across email, their website, and social media informs the strategy for their text messaging channel. They ensure their text messaging content continues to build a culture for their brand by communicating about new products, sales, and the causes they help support.



Having a consistent brand voice matters and you should communicate using that voice to increase engagement—even in a text message. Test every aspect of your tone to fine tune it and understand what resonates with your subscribers. “OMG” may work for Pura Vida Bracelets—identify your brand’s “OMG.”



Griffin Thall

CEO & Co-Founder of Pura Vida Bracelets

4:02



Pura Vida

Thu, Feb 26, 4:02 PM



PV:Omgggg, the wait is over!!! You can now personalize our most popular jewelry styles ✨

PERSONALIZE YOUR PIECE
<https://puravida.attn.tv//ghi/n8dK>



Text Message



2:12



Pura Vida

Wed, Feb 19, 2:12 PM



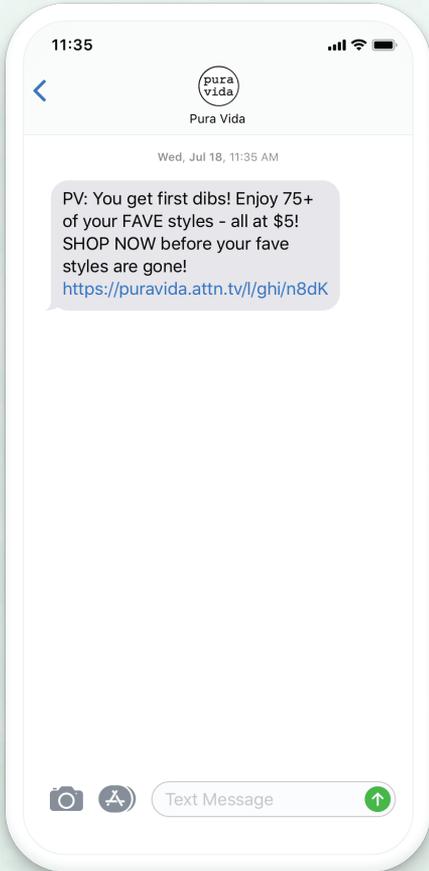
PV: Into stickers? Of course u are!
🤔 Did u know each PV order comes with a FREE sticker pack perfect for ur water bottle, locker or laptop. Snag ur FREE pack now >
<https://puravida.attn.tv//ghi/n8dK>



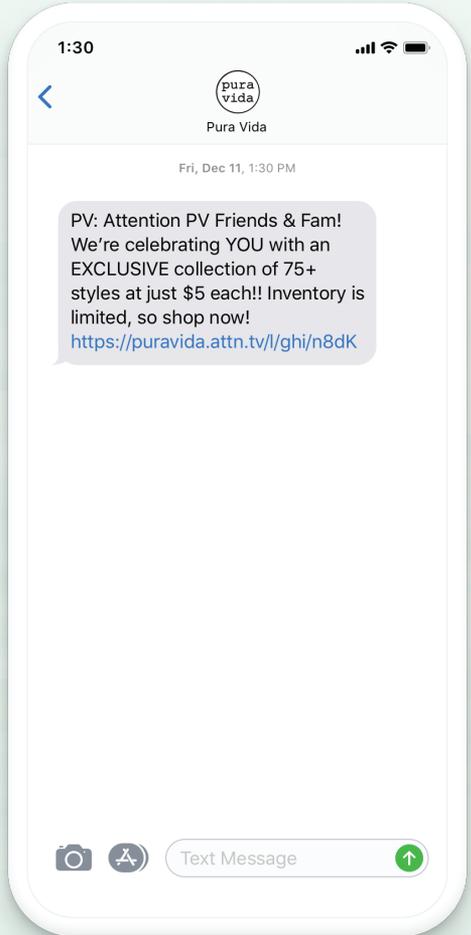
Text Message



A/B TEST: EXCLUSIVE



A/B TEST: NON-EXCLUSIVE



Strategy

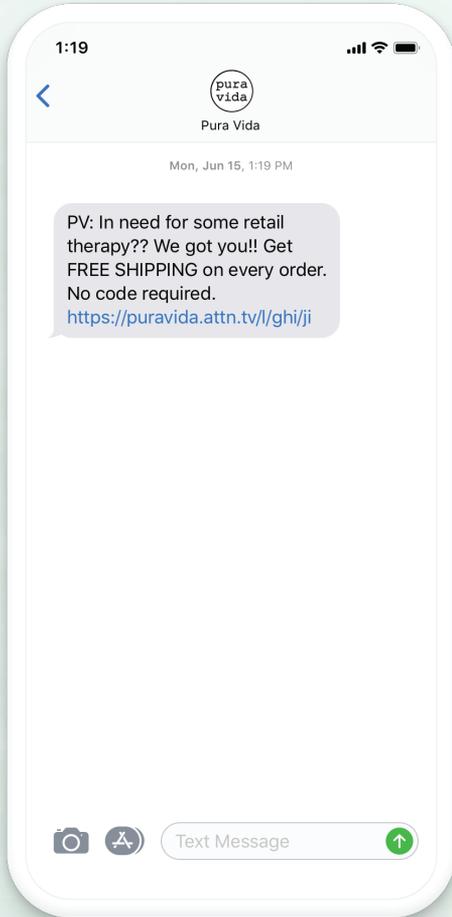
Pura Vida Bracelets uses A/B testing from Attentive to understand what types of offers and discounts resonate best with their subscribers. They also test the tone of their messages—whether it’s conveying excitement or posing a question; or ending with a call to action like “Shop Now” vs. not including a call to action at all.

Pura Vida also uses its text messaging channel to communicate with subscribers about the many different causes they help support. “Subscribers want to hear about your community and how you thrive within it,” said Griffin Thall, CEO & Co-Founder of Pura Vida Bracelets. “Include messages in your program that highlight your culture and what you stand for.”

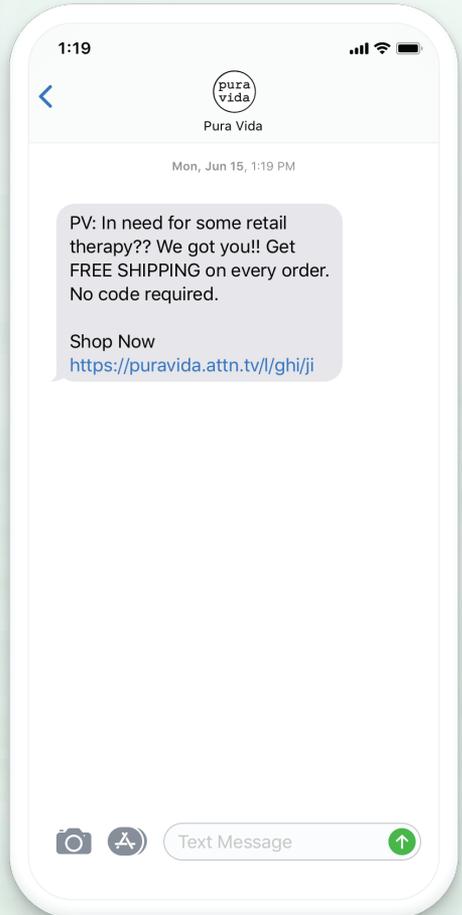
For example, they've launched bracelets around Stand Up to Cancer, Wildlife, and Feeding America, to name a few, with a certain percentage of proceeds going to each respective charity or foundation.

For Feeding America, they pledged to donate \$1 from every order in April—with a goal of \$200,000, or 2 million meals. Pura Vida extended this mission to all communication channels, including text messaging, to maintain their authentic brand voice and spread the word about their initiative.

A/B TEST: CTA INCLUDED



A/B TEST: NO CTA





Results



Overall, Pura Vida Bracelets has driven a 15x ROI through their text messaging channel. They were able to quickly grow a list of subscribers by 411% over 9 months using Attentive's various list growth tools, allowing them to instantly communicate with their shoppers. They've also been able to take away learnings from their A/B tests. For example, by testing the inclusion of a CTA vs. No CTA, they found the results were almost the same, allowing them to simplify their text message copy.

And, for their Feeding America initiative across all communication channels, they were able to meet their goal of \$200,000 donated, providing 2 million meals to those in need. "If you have philanthropic causes or unique brand culture stories, tell your shoppers. They genuinely want to hear about it and participate in it, knowing their purchases are making a difference," said Thall.

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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.

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