

CASE STUDY

How Anastasia Beverly Hills Uses Text Messaging To Drive Online Revenue, with 42x+ ROI

attentive®

ANASTASIA
BEVERLY HILLS

Anastasia Beverly Hills, also known as ABH, is an American cosmetics company best known for its eyebrow products. ABH products are available at [anastasiabeverlyhills.com](https://www.anastasiabeverlyhills.com) and select retailers in over 25 countries.

CHALLENGE

ABH needed a new direct way to reach its customers with updates like product launches, deals, product restocks, seasonal offers, and more. ABH was also looking for new ways to grow its list of text messaging subscribers by leveraging its massive social following.

SOLUTION

ABH partnered with Attentive to communicate directly with customers using text messaging—creating a new, top-performing revenue channel that drives both customer acquisition and retention.

42x+

overall program ROI

250%

subscriber growth in 9 months

87.5%

CTR on welcome messages

STRATEGY

Subscriber growth: ABH drives text messaging opt-ins on their mobile site using Attentive’s seamless “two-tap” sign-up solution. ABH also uses Attentive’s Instagram Stories swipe-up feature to seamlessly reach its dedicated Instagram followers, and turn them into text messaging subscribers.

One-time marketing messages: Some of the ways ABH uses its text messaging channel include sending subscribers one-time marketing messages, like limited-time offers, product restock alerts, and seasonal deals.

Triggered messages: ABH also uses its text messaging channel to help recover otherwise lost revenue by sending triggered messages, such as abandoned cart reminders. When a customer leaves the brand’s website before purchasing the items in their cart, ABH sends a helpful text message reminding the shopper to complete their checkout.

RESULTS

ABH’s text messaging program with Attentive has delivered an overall ROI of 42x—from a combination of one-time marketing messages and triggered messages. This value is spread across the entire customer journey, with the welcome messages seeing an average 87.5% click-through rate. Over a nine month period, ABH has grown its subscribers by over 250% using Attentive’s various sign-up methods, like “two-tap” sign-up and Instagram Stories swipe-up.

“Getting started with Attentive was so easy—it took less than a day to implement. My recommendation for anyone who’s on the fence—just try it! There is very little downside to testing and seeing how well this channel works for your audience and brand.”

“We’ve seen amazing results through our program with Attentive. When we first started, we had a hunch that our customers would embrace SMS marketing, but the channel has far exceeded our expectations—both in terms of engagement and ROI.”



Vivian Weng
SVP OF DIGITAL AND E-COMMERCE,
ANASTASIA BEVERLY HILLS

