


 The Nambé logo is displayed in a white, lowercase, sans-serif font. It is positioned in the center of a dark, textured surface that features various kitchen items, including a wooden cutting board, a white ceramic bowl with artichokes, and several small white containers on a wooden tray.

GXP Drives 25% of Ecommerce Revenue for Nambé

As a long-term Listrak client, Nambé was looking for new ways to evolve their ecommerce marketing efforts. After talks with their AM on ways to grow their business, GXP was added into their tech stack.

Since the addition of GXP, their customer experience is more personalized, resulting in a tremendous increase in new subscribers.



GXP is an extraordinary solution. We are seeing success in both list growth as well as first time purchases.

Laura Perri, VP of Ecommerce & Digital Marketing – North America

25%

Total Ecomm Revenue Driven by GXP

254%

Increase in Daily Subscription Rate

58%

Increase in Triggered Revenue