



uncommon goods

The Challenge

Many brands and retailers are hesitant to move from their current email platform. They think the migration to a new platform would be too disruptive and not worth the effort. After several conversations, Uncommon Goods realized that Listrak's experienced onboarding and account management teams would make it a smooth process. Uncommon Goods decided to leave its legacy provider - of more than 15 years - and join Listrak to elevate and grow its marketing program.

The Result

The Result Moving to Listrak has paid off quickly with a 169x ROI in the first six months of partnership. Uncommon Goods closed revenue gaps by adding automated, triggers such as Post Purchase surveys and Back-in-Stock campaigns to reengage customers and drive incremental revenue.

169X

ROI in First 6 Months
of Partnership

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With our previous provider, we didn't realize how many revenue opportunities we were missing. Since moving to Listrak, we have seen significant revenue growth from email and SMS. They are a great partner.”

Brian Hashemi, Head of Marketing & Analytics, Uncommon Goods