Client Success Story

ALEX AND ANI®

The Challenge

Onboard new client ALEX AND ANI and start driving revenue for this popular jewelry retailer.

With Listrak, the customer experience begins at contract signature, with a full-service, client onboarding team assigned to every client to ensure efficiency, accuracy and optimization, along with best-practices.

The Result

The expertise of Listrak's support and deliverability teams were key to developing a personalized plan, which enabled ALEX AND ANI to transition and send to their 2 million subscriber list, and start driving revenue in less than one month.

ALEX AND ANI was also highly engaged throughout the entire process, working collaboratively with the Listrak team on shared responsibilities, deadlines, goals and expectations.

They continue to collaborate with their Account Managers who provides consultation and strategic guidance to uncover additional incremental revenue opportunities.

Listrak Deliverability Services

- Personalized onboarding plan for IP warning and ramp-up
- Ongoing monitoring of your deliverability reputation and key KPIs
- Proactively providing monthly deliverability reports
- Remediation recommendations, plans & execution
- Identification of trends
- Reporting on inbox placement

29 DAYS

to Full IP Warm-Up and Send

> *This has been, by far, the smoothest onboarding process that we have ever experienced. Kudos to the entire Listrak team for an easy and seamless transition."*

Jenn Catanzaro, ALEX AND ANI