



Listrak meets and exceeds client ROAS requirements within 7 months of partnership

Seeking a new partner when their previous partner abruptly ended service, Rogers Sporting Goods needed a results-based, inclusive marketing platform that would produce a specific return on investment. Since joining Listrak, not only has Listrak exceeded the ROAS requirement, but it has surpassed it in less than one year.

Listrak's cart abandonment campaigns have yielded a 20% conversion rate, exceeding category benchmarks by up to 5%. In addition, Listrak's text marketing solution, Tap to Join, has quickly grown opt-ins and revenue with an 8.8% conversion rate.

Listrak has quickly provided revenue lift and new customer acquisition with their intuitive cross-channel platform."

Stevie Rogers, Owner, Rogers Sporting Goods

425x

Listrak Lifetime
GA ROI

20%

SCA Conversion
Rate Since Launch

8.8%

TTT Text Conversion
Rate Since Launch

