



TOMS Optimizes Spend and Accelerates Revenue With New Listrak Partnership

TOMS, the celebrated footwear brand, found themselves needing a more sophisticated partner for their digital marketing program, one that would level up their current campaigns and close the revenue gaps they were experiencing due to siloed data, barebones automations, and lack of support from their previous providers.

In June 2022, TOMS made the decision to consolidate their email and text message marketing channels with Listrak. Plus, they added a new revenue channel: Listrak's Identity Resolution Marketing, GXP. This move was based not just on the ways Listrak's integrated platform would consolidate their data and orchestrate their cross-channel campaigns, but on unshakeable trust in the expertise and comprehensive support offered by Listrak's account management team.

After an onboarding experience made seamless by close collaboration, Listrak and TOMS were able to expand and enhance many of its triggered campaigns in order to drive toward aggressive revenue goals. Additionally, the platform empowered TOMS to implement new levels of data-driven personalization and segmentation.

The TOMS team credits much of their early success with the platform to the unparalleled support they receive from the experts at Listrak. The full-service nature of GXP enables TOMS to focus on their other marketing initiatives while the GXP team drives list growth, conversions, and triggered revenue for the brand.

The Listrak partnership for TOMS, thus far, has proven to optimize spend while accelerating revenue.



Listrak has become a true extension of our team, staying connected to our business and helping drive performance with their expertise. We're excited by the results so far and looking forward to continued partnership"

Amy Larson,
VP, Direct to Consumer at TOMS

30%

Total Ecommerce Revenue Driven by Listrak

86x

Return on Ad Spend (ROAS) in 2022