

MARC FISHER

NINE WEST

easy~spirit

Listrak Onboards Marc Fisher Footwear Brands and Drives Immediate Cross-Channel Revenue

Listrak's singular focus is on delivering results for retailers and brands, and it is critical that these results are delivered quickly and accurately. Working with Marc Fisher, Nine West and Easy Spirit, Listrak's onboarding team delivered exceptional service, not only standing up campaigns under an aggressive timeline, but also optimizing and testing them to be successful right out of the gate. In addition, the team worked to create complex and nuanced custom audiences while transferring contacts and historical data.

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Listrak's experience onboarding hundreds of brands and the unique audiences they serve has helped us launch quickly.”

David Grieco, Director of Ecommerce, Marc Fisher Footwear

Increase in Text Message Revenue vs Previous Provider

In only five months since launch, all three brands have experienced cross-channel success, particularly in text message revenue with an average of 66% growth over their previous provider.

79%

Marc Fisher

71%

Nine West

58%

Easy Spirit