JONATHAN ADLER

The Challenge

Jonathan Adler was no stranger to working with several technology companies to help manage their digital marketing programs. They quickly realized the need to consolidate to reduce the integration issues that often occur with multiple vendor relationships.

They were seeking an inclusive platform that would help them to drive incremental revenue and save time and resources through automation, easier access to data and segmentation, and an intuitive interface.

Furthermore, they needed a partner who has established integrations with their current ecommerce platform, ShopifyPlus.

The Result

Listrak was the perfect choice and met every requirement for Jonathan Adler. The ability to harness the power of their customer data within Listrak's advanced CRM will provide insights to further drive incremental revenue above the already exceptional 62x ROI.

LISTRAK + **shopifyplus**

An easy and robust integration

- 15-minute, fast integration

- API connection for constant product, customer, and order updates

- Tracks customer conversion metrics, browse activity, and cart activity

- Collects email subscriptions for triggered campaigns

- Transactional Message API for sending order and shipping confirmations though Listrak

- Automatic Coupon Generation though the API

- Developed and maintained in-house by Listrak developers

A unified solutions platform with a solid Shopify integration made Listrak the perfect choice and met every requirement for Jonathan Adler.

62X

ROI Since Launch

LISTRAK