



GXP + SMS Client, JEGS Sees 400x ROAS

In December of 2019, JEGS turned to Listrak to help reach an aggressive goal of 40% YoY growth. Being a current Listrak client who has experienced exceptional results, JEGS knew Listrak could once again help them attain rapid optimization and increased revenue - this time with a GXP strategy.



When Listrak shared the details of the GXP program, we knew that it would accelerate our growth. Our three-year partnership continues to be an outstanding investment.

John Coughlin, President, JEGS

24%

Increase in Conversion Rate

(First-Time Purchasers Measured Against Control)

100%

Increase in Daily Subscriber Sign-ups

400X

Return on Ad Spend (ROAS)