



JR Cigar

Listrak's GXP drives 13% of Ecommerce Revenue for JR Cigars

JR Cigar has seen the value of its six-plus-year Listrak partnership; GXP was the next step on the roadmap. With guidance from GXP's strategy experts, JR Cigars has seen massive growth in its acquisition, onsite conversions and exceeded overall revenue by 4x.

30%

Increase in Conversion Rate

(First-Time Purchasers Measured Against Control)

90%

Increase in Daily Subscriber Sign-ups

110X

Return on Ad Spend (ROAS)



The Listrak partnership continues to grow just as our business has with their guidance and expertise. GXP has been a great addition to our acquisition arsenal.

Sasha Infante, Director of eCommerce, JR Cigar