

The background of the top section features a close-up of Sol de Janeiro's 'Brazilian Bum Bum Cream' packaging. The product is shown in a white tube with green and gold accents. The text on the tube includes 'SOL DE JANEIRO', 'BRAZILIAN BUM BUM CREAM', and 'Infused With All-Powerful Guaraná Extract'. A green semi-transparent banner is overlaid on the left side of the image, containing the Sol de Janeiro logo.

SOL DE JANEIRO

## Listrak's Single, Integrated Platform Drives Unprecedented Results for Sol de Janeiro

Seeking to overcome the challenges of disparate data spread across multiple digital marketing vendors, Sol de Janeiro made the switch to Listrak's integrated platform. With Listrak, Sol de Janeiro employs Email, SMS, Identity Resolution, Behavioral Triggers, and Personalization while all their data works seamlessly together.

Choosing Listrak has resulted in a 50% reduction in Sol de Janeiro's monthly total cost of ownership (TCO), while at the same time, they have experienced a 28% increase in total ecommerce revenue YOY. With their Email and SMS campaigns running smoothly on one centralized platform, the payoff from those channels is an 18% improvement in contribution from Email & SMS as a percentage of total ecommerce revenue.

50%

Reduction in Monthly Marketing Automation Costs

28%

Increase in Total Ecommerce Revenue YOY

41%

Of Total Ecommerce Revenue Driven by Email & SMS  
(vs 35% with Previous Disparate Vendors)

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*Consolidating our email & SMS programs in one place has enabled us to unlock additional scale and a better understanding of impact as we use the same attribution and measurement parameters across the entire ecosystem. We now provide a true cohesive experience across the funnel for our new and existing customers.”*

Genevieve Head-Gordon, Executive Director of Ecommerce & Growth