

A close-up photograph of Sol de Janeiro products. In the foreground, a teal-colored jar of cream is open, showing a thick, light-colored product. Behind it, a red jar is partially visible, and to the right, a white tube of product. The background is dark and out of focus.

SOL DE JANEIRO

GXP + SMS Accelerates Total Ecommerce Growth for Sol de Janeiro

As a Listrak Email and Text Message Marketing client, Sol de Janeiro understood the importance of a unified platform and decided to move their identity resolution marketing program from another provider to GXP. With access to Sol de Janeiro's newly consolidated data, GXP's team of expert strategists implemented a custom, cross-channel marketing strategy highlighting SMS, a key channel for Sol de Janeiro.

The results: GXP turbocharged subscription growth and accelerated Commerce revenue gains in comparison to Sol de Janeiro's previous identity resolution marketing program.



GXP is crushing every major KPI we have set for our company. Our executive team is ecstatic with the results.

Genevieve Head-Gordon, Director of Ecommerce & Growth

102%

Return on Ad Spend

155%

Increase in Daily Subscription Rate
(SMS + Email)

26%

Increase in Onsite Conversions
(First-Time Purchasers Measured Against Control)