



## *Integrated Email and SMS Programs Increase Customer Data Accuracy, Lead to Higher Conversions and Engagement for Rainbow Shops*

Rainbow Shops, an international fast-fashion apparel chain with more than 1,000 locations, epitomizes a true omnichannel retailer. Rainbow strives to eliminate barriers between channels - from removing data silos between on and offline touchpoints to attributing onsite sales to stores within a 10-mile radius of the customer's zip code. More importantly, it builds cross-channel marketing campaigns that provide a seamless experience as customers move from stores to mobile to site.

Rainbow reaches its active customer base primarily through email campaigns designed to initiate an action, either online, in-store or on its mobile app. Email drives revenue, so one of Rainbow's main goals is to acquire the email address of every shopper.

Rainbow faced several challenges collecting email addresses in store. Busy associates sometimes failed to ask for the information as it slowed down the transaction. Likewise, customers didn't have an incentive to provide an email address so many ignored the request. If the associate did receive a customer's email address, many were invalid due to associate or customer data input errors. Even if a valid address was captured, data transfer wasn't immediate. The retailer knew it needed a better way to collect this vital information.

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*“Rainbow wanted to work with a single partner that understood how to maximize the marketing potential of Email, SMS and the Web. We found that partner in Listrak.”*

**David Cost**, *Ecommerce and Digital Marketing Executive, Rainbow*

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*Working with Listrak, Rainbow implemented an in-store SMS program.*

**25,000**  
**WEEKLY SMS**  
**SUBSCRIBERS**

**92%**

SMS subscribers also **provided an email address**

**53%**

of customers **remain active** in email campaigns

**8%**

**click-through** on broadcast SMS

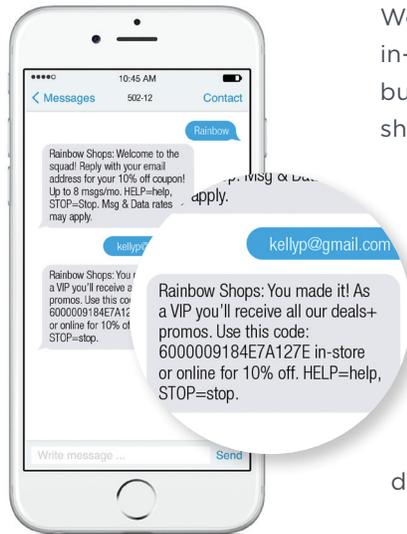
**SAVE 10%.**

**WANT 10% OFF NOW**

TEXT 'RAINBOW' TO 49899

1. Text RAINBOW to 49899
2. Respond with your email address when prompted
3. 10% off Coupon will be texted to your phone

Sign Up: Text RAINBOW to 49899 to receive text messages from Rainbow. If you agree to receive text messages from us, you agree to receive promotional messages and offers from us. We will never give your phone number to a third party. You are not required to provide your phone number or email address to receive our products and services from Rainbow. Message and data rates may apply. To unsubscribe, text STOP to 49899. © 2014 Rainbow Shops, Inc. All rights reserved. Terms & Conditions: www.rainbowshops.com, 1-844-372-4444. Text messages may be delayed. Text messages may be subject to change without notice. Text messages may be subject to change without notice. Text messages may be subject to change without notice. Text messages may be subject to change without notice.



Working with Listrak, Rainbow implemented an in-store SMS program to take the data collection burden off its associates while incentivizing shoppers to provide accurate personal data.

Rainbow launched its SMS program by placing signage in its stores asking shoppers to text “Rainbow” to short code 49889 in exchange for a 10% off coupon. Doing so triggered a Text-to-Join campaign - an automated response asking customers to reply with their email addresses stating the coupon would be delivered via SMS.

*“This campaign has enabled us to capture mobile numbers and email addresses in a way that makes customers happy and increases sales while adding no administrative or technical burdens on our brick-and-mortar stores. It’s a rare win-win.”*

**David Cost**

## About Rainbow

Fashion at prices you'll love.™ Rainbow is an international fashion retailer with over 1,000 locations in the United States, Puerto Rico and the U.S. Virgin Islands as well as RainbowShops.com. We offer a wide selection of women's, juniors, plus size, and children's clothing, as well as shoes and accessories. With hundreds of new styles arriving every day in stores and online, Rainbow is the ultimate purveyor of must-have looks in fast fashion. Headquartered in Brooklyn, NY, Rainbow has been the final say in affordable style since 1935.

## About Listrak

Listrak's digital marketing automation platform lets you cultivate deeper relationships with consumers through personalized, multi-channel marketing strategies that drive revenue, engagement and growth.

*Learn more at [www.listrak.com](http://www.listrak.com).*