

SUCCESS STORY

Tap-to-Join Popup Accelerates SMS Subscriber Sign-ups and Boosts Holiday Sales

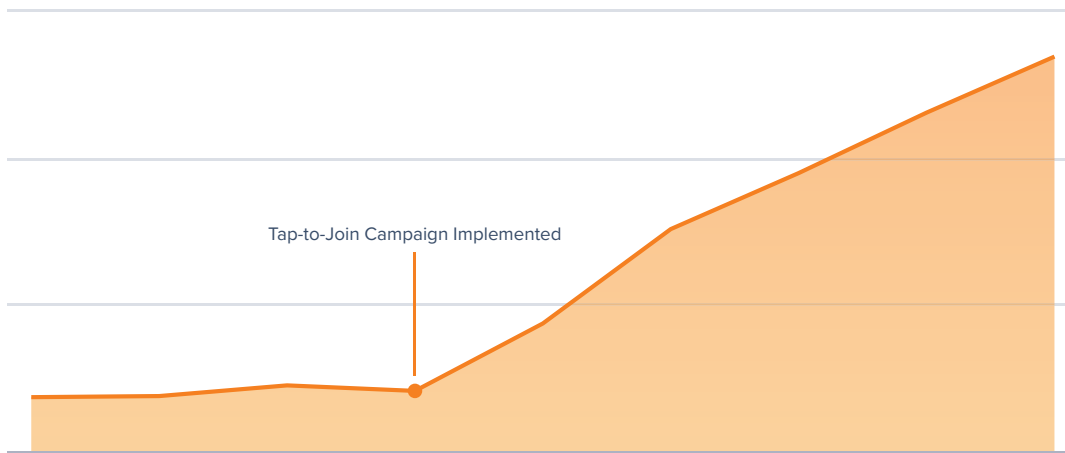
24x

Explosive subscriber growth, 24x **new subscribers per day**, since implementing

2.5x

A holiday season where **SMS messages generated 2.5x** the revenue per message sent than email

SMS Subscribers



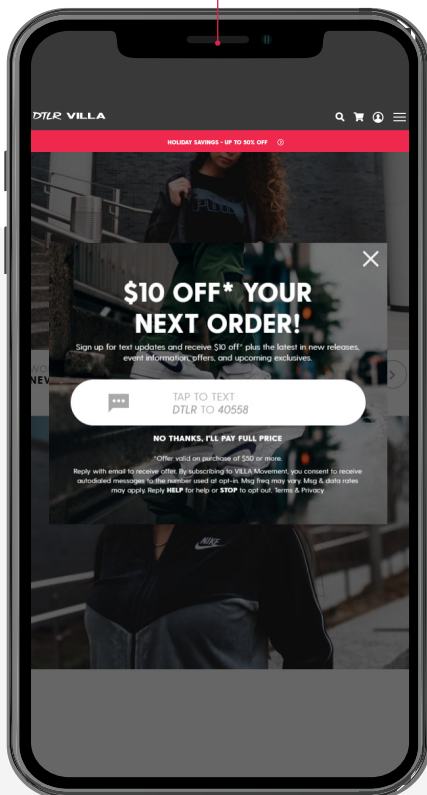
DTLR VILLA knows SMS marketing is the preferred form of communication for its Millennial customer base. In fact, they've been active in the channel since 2016. So, when Listrak's retail experts recommended they add a Tap-to-Join feature to their mobile responsive popup to grow SMS subscribers, they easily agreed.

SUCCESS STORY

Customers Join in Three Easy Steps

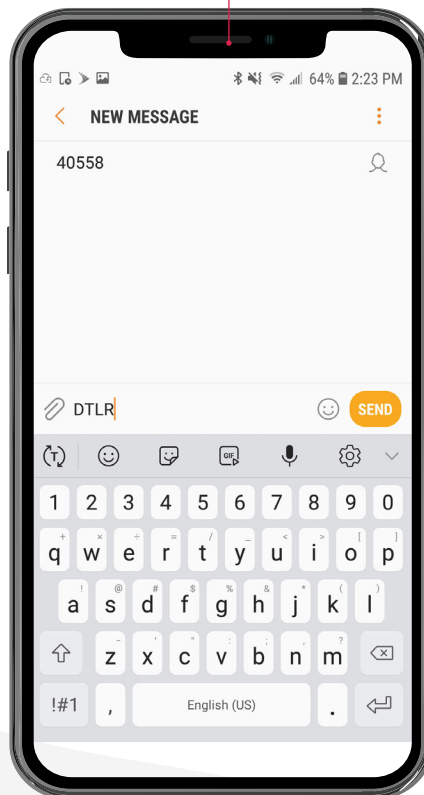
STEP 1

Mobile visitor is presented with subscription popup and simply “taps”.



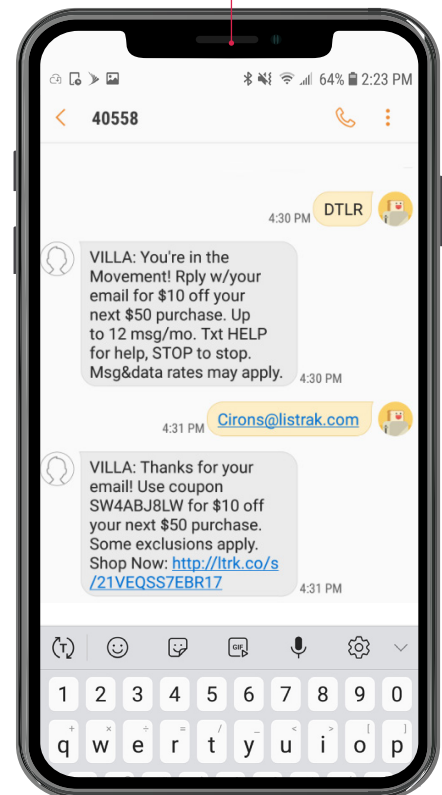
STEP 2

The brand’s SMS keyword is automatically populated into the messaging app. Customer hits “Send”.



STEP 3

The brand replies with a request for email address in exchange for promotion.



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DTLR | VILLA

VILLA is the destination for new footwear, apparel, releases and more. Customers shop for the latest trends from brands like Nike, Jordan, Adidas, Puma and The North Face.