



We needed a partner who could help us drive rapid growth and scale with us – Listrak has the innovative technology, paired with the expertise that we needed! They have truly exceeded our expectations. – Todd Grobstein, Director of Operations, Spiritual Gangster

About Spiritual Gangster

Inspired by yogis, athletes, artists and musicians worldwide, we create collections to encourage the high vibration practices of living in gratitude, giving back, and choosing kindness. Our mission is to inspire positivity, generosity, kindness and connectedness with this goal in mind : may all beings everywhere be happy and free.

Overview

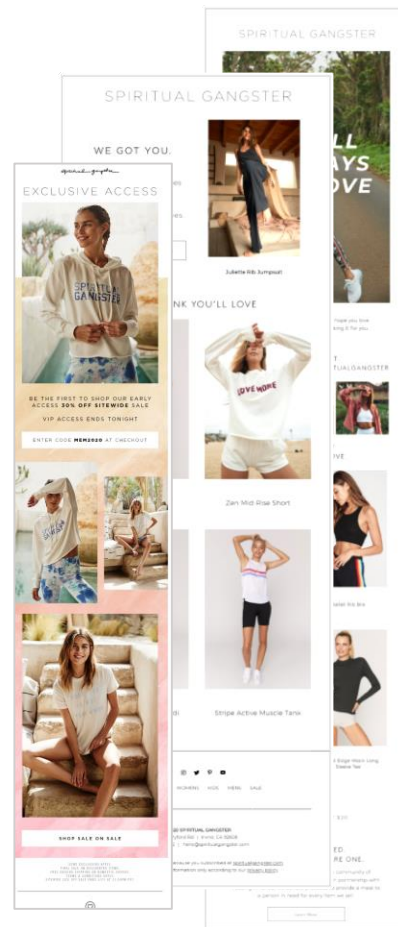
Spiritual Gangster was looking to level up their email campaigns and find a partner who could proactively and consistently grow their business. The must-haves included a platform inclusive of robust reporting and the ability to act quickly on trends, rather than relying on disparate vendor platforms and manual processes. Also important was strong account management support providing digital marketing best-practices and new strategies to be discussed regularly with key stakeholders in the organization.

Many vendors came to the table but fell short in these areas and Listrak was ultimately chosen as their email partner.

Results

In nearly two years since signing with Listrak, Spiritual Gangster has seen a 74x ROI to date. Their triggered programs continue to perform above category benchmarks and email as a channel represents more than one third of their overall revenue. Holiday campaigns such as Memorial Day showed a 43% revenue increase YOY.

Spiritual Gangster is looking to continue growth with cross-channel strategies by implementing Listrak’s SMS/MMS offering and will further focus on customer segmentation and analysis with Listrak’s CRM.



74x

ROI Since Launch

