

## Case Study: SMS



*We needed a best-in class, enterprise marketing platform that could scale. We found that and more in Listrak. They are truly an extension of our team, consistently helping us find and capture incremental revenue. – Zack Abbell, VP of Digital and eCommerce, TULA*

### About TULA

TULA is a brand built on the power of probiotics and superfoods. TULA believes that the same ingredients which are good for your body are also great for your skin and focuses on being healthy, not perfect, and feeling confident in the skin you're in.

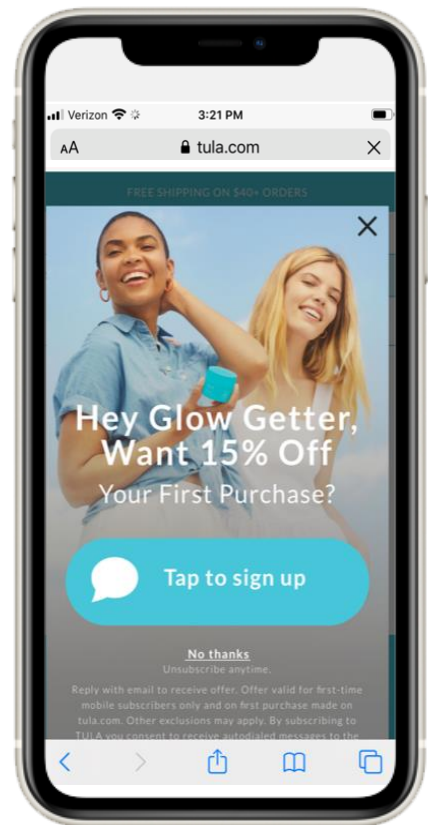
### Overview

The skin care category continues to see increased demand YoY, and TULA has recently achieved record-setting results as many consumers have become more focused on their health and wellness. Based on this rapid growth, TULA was in need of a more robust, sophisticated marketing platform that could grow with them and easily integrate with their eCommerce platform, ShopifyPlus. TULA selected Listrak as their email, CRM and mobile marketing partner.

With no existing SMS/MMS program in place, it became a top priority as 80% of TULA's traffic was coming from mobile. The team at TULA was delighted to discover that text messaging is integrated as part of the overall Listrak platform, which allows for easy cross-channel orchestration. This creates a seamless shopping experience for TULA customers.

### Results

SMS has become a significant revenue channel for TULA with 8% of all mobile visitors opting in through Tap-to-Join, Listrak's text messaging acquisition tool.



**8%**

Of Mobile Visitors  
Opt-In Through  
Tap-to-Join

**6%**

Broadcast  
Conversion  
Rate