



ALEX AND ANI



This has been, by far, the smoothest onboarding process that we have ever experienced. Kudos to the entire Listrak team for an easy and seamless transition.

– Jenn Catanzaro, ALEX AND ANI

About ALEX AND ANI

We are designed to connect you to every single part of your soul’s destiny. Your life is made up of the connections you create — to yourself, your loved ones, spirit, nature, humanity, and the universe itself. Our jewelry is meant for you to express your unique self.

Overview

29 Days. That’s the time it took Listrak to onboard new client ALEX AND ANI start driving revenue for this popular jewelry retailer.

The Listrak customer experience begins at contract signature - employing a full-service, client onboarding team to ensure efficiency, accuracy and optimization along with best-practices. The expertise of Listrak’s support and deliverability teams were also key to developing a personalized plan, which enabled ALEX AND ANI to transition and send to their 2 million subscriber list in less than a month.

ALEX AND ANI has been highly engaged throughout the entire process, working collaboratively with the Listrak team on shared responsibilities, deadlines, goals and expectations.

“Thank you for demonstrating partnership, leadership and strategy for us. Just standing up and applauding...thank you.”
- Kris Land, ALEX AND ANI

Results

ALEX AND ANI is exceptionally pleased their Listrak partnership – it has more than exceeded their expectations. They continue to collaborate with their Account Managers who provide consultation and strategic guidance to uncover additional incremental revenue opportunities.

LISTRAK DELIVERABILITY SERVICES

- Personalized onboarding plan for IP warming and ramp-up
- Ongoing monitoring of your deliverability reputation and key KPIs
- Proactively providing monthly deliverability reports
- Identification of trends
- Reporting on inbox placement
- Remediation recommendations, plans & execution

29

Days to Full IP Warming to 2M+ Contacts