



Soft Surroundings

“ We have benefited immensely from our partnership with Listrak over the years, and GXP has been the latest solution in driving such quick and impressive results.

Gail Buffington, VP of Marketing and Analytics, Soft Surroundings

About Soft Surroundings

Soft Surroundings is dedicated to making you look and feel your best. Our first catalog mailed July 19, 1999. We are based in St. Louis, Missouri. Busy women of all ages are our customers - especially those who need to be reminded to put themselves at the top of their "To Do List."

Client Challenge

Soft Surroundings has been an outstanding partner with Listrak, implementing many of the proposed solutions over the last five years to optimize their automated campaigns and reduce churn.

Like many other brands and retailers with brick-and-mortar locations, Soft Surroundings has turned to Listrak’s Growth Xcelerator Platform (GXP) to identify anonymous visitors and drive list growth.

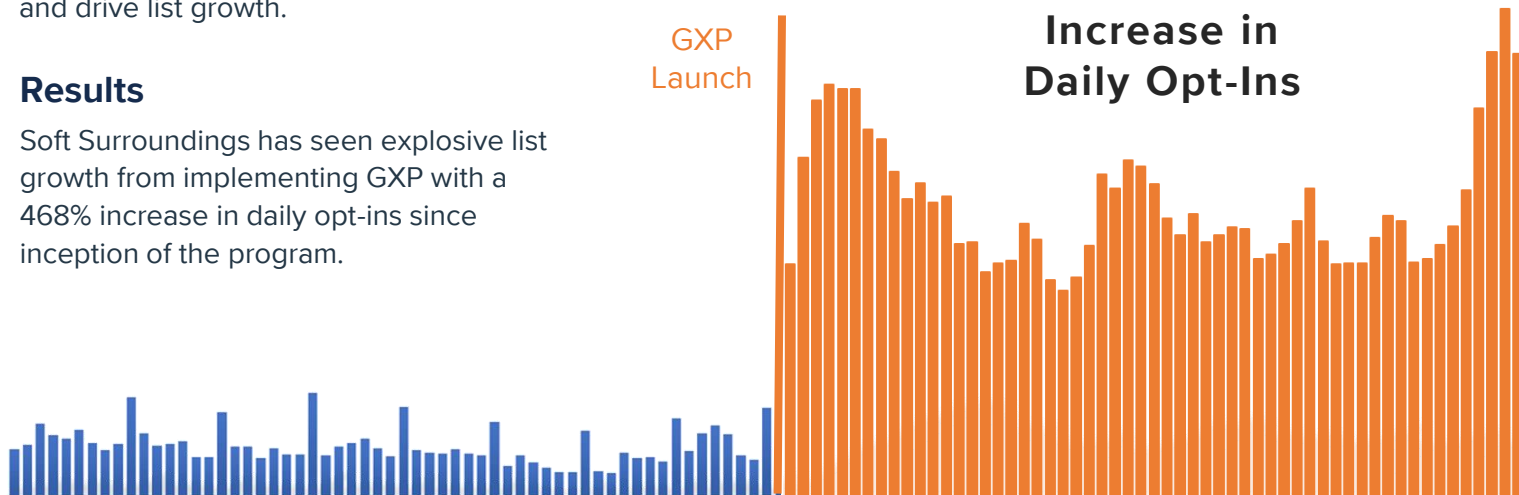
Results

Soft Surroundings has seen explosive list growth from implementing GXP with a 468% increase in daily opt-ins since inception of the program.

468%

Increase in Daily Opt-Ins

GXP Launch



About GXP™

Growth Xcelerator Platform (GXP) is a full-service program that integrates identity resolution capabilities within Listrak’s suite of cross-channel marketing tools to deeply personalize customer communications. Leveraging self-identification, as well as through a robust proprietary identity graph, GXP reaches once-anonymous users with hyper-personalized, intent-based marketing messages across email and SMS.

