



About Lehman's

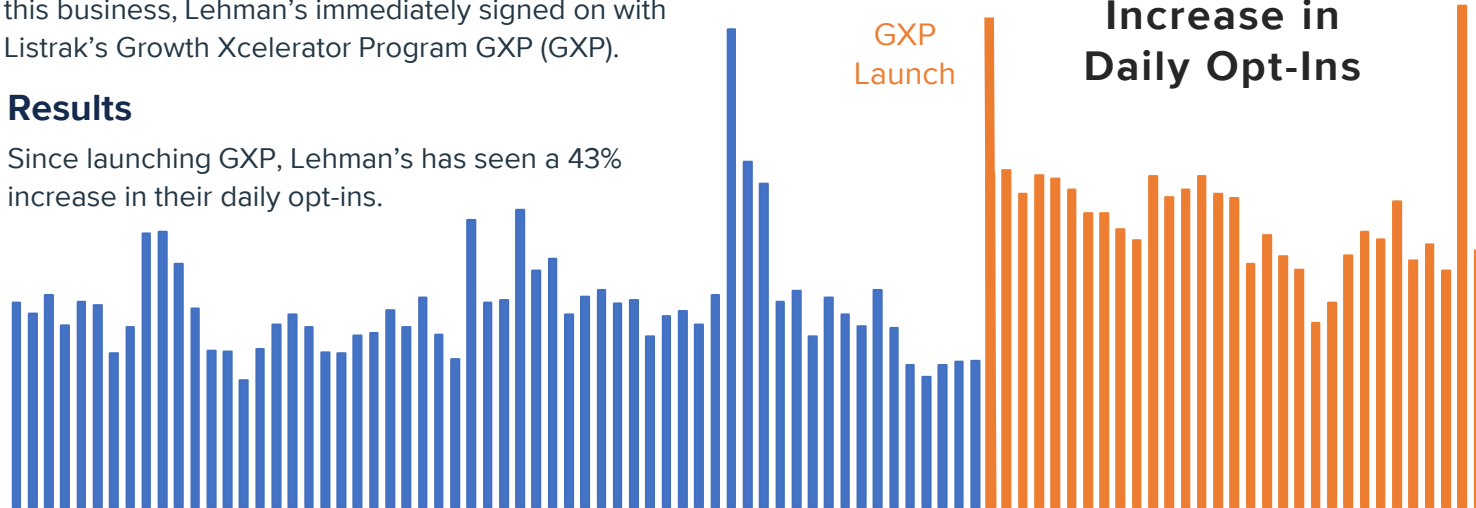
Family owned and operated since 1955, Lehman's is here to help you live a simpler life. City or country, rural or urban, we can help you build a better future, one that values personal connections, integrity and tradition. You'll find our retail in the heart of Ohio's Amish Country at our Kidron store, where our story began.

Client Challenge

Lehman's joined Listrak in 2016 after experiencing dissatisfaction with their previous email vendor, needing a partner who could help them scale and grow their business. With a large inventory of necessity-based products, Lehman's business has boomed in 2020 and they have found great success with Listrak's category-based segmentation tools. In order to continue to build on this business, Lehman's immediately signed on with Listrak's Growth Xcelerator Program GXP (GXP).

Results

Since launching GXP, Lehman's has seen a 43% increase in their daily opt-ins.



“Our relationship with Listrak spans four plus years, so there's a lot of trust there. When GXP was created, we knew immediately it would provide quick results.”

-Matt Gerstenslager, VP, Digital Marketing, Lehman's

43%

Increase in Daily Opt-Ins

About GXPSM

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.

