


**JR Cigar**

## About JR Cigar


For the adult seasoned cigar aficionado on the hunt for an unforgettable smoke or the newcomer with a developing palate, JR Cigar is your place for an extraordinary smoking experience. Our dedicated staff of cigar experts has gathered a gigantic, unrivaled inventory of fine cigars, accessories like humidors and lighters, as well as domestic/imported pipe tobacco to accommodate your distinct tastes.

## Client Challenge

JR Cigar has seen the value of the six-plus year Listrak partnership, benefiting from personalized account management strategies that continue to grow revenue with solutions such as Listrak's Predictive Analytics and Alert Suite. JR Cigar set a goal to grow their acquisition and turned to Listrak's new GXP program for quick results.

## Results

JR Cigar has immediately experienced great results with GXP with a 53% increase in opt-ins since launch.



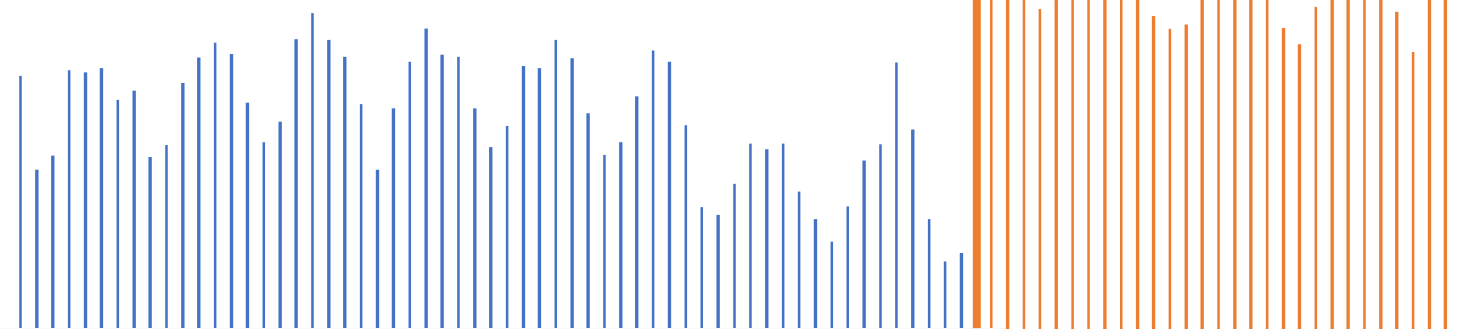
*The Listrak partnership continues to grow just as our business has with their guidance and expertise. GXP has been a great addition to our acquisition arsenal."*

-Sasha Infante, Director of eCommerce, JR Cigar

GXP  
Launch

# 53%

**Increase in  
Daily Opt-Ins**



## About GXP<sup>SM</sup>

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.


**GXP<sup>SM</sup>**

**LISTRAK**