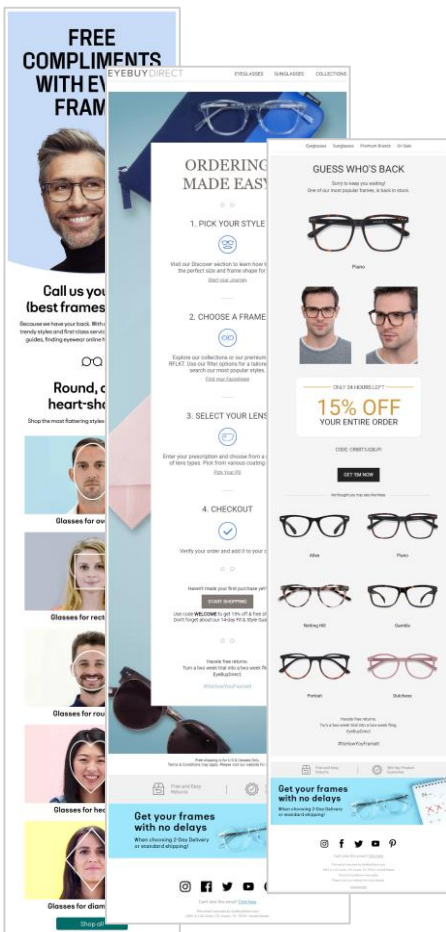


EYEBUYDIRECT



We are now well-positioned with Listrak to take advantage of all cross-channel marketing opportunities with their integrated platform.

– Miguel Ramos, Director of Digital, EyeBuyDirect



About EyeBuyDirect

EyeBuyDirect does everything in-house. From concept, design, to manufacturing, they control and oversee the whole process! This allows them to pass the savings onto you, the customers. They are your one stop, online optical shop! Though they do not have any eyeglass stores you can visit, they are able to offer you the lowest prices by cutting out the gimmicks.

Overview

EyeBuyDirect, a rapidly growing international company, was looking to consolidate their digital marketing tech stack. With the complexity, silos and fragmented customer experience that came about from using multiple providers, they made the decision to leave three vendors for a true partnership with Listrak and their single, integrated platform—bringing together email, mobile (SMS/ MMS) and triggered campaigns. By orchestrating these channels and campaigns together, EyeBuyDirect provides a seamless experience for their customers and optimize revenue opportunities through guidance provided by Listrak’s best-in-class strategy and support teams.

In addition to the cross-channel digital marketing platform, EyeBuyDirect is also able to navigate key customer data, insights and leverage predictive technology with Listrak’s integrated CRM. This provides them with a single view of the customer and helps them deliver next level personalization in their campaigns.

Results

EyeBuyDirect has experienced exceptional growth by partnering with Listrak with a 90% YOY increase over their previous provider.

90%

YOY Incremental Growth
Over Previous Provider