



**“Listrak’s ability to trigger customer messages based on preferred device, all within one platform, has outperformed previous vendors.”**

*Bobby Missry, VP of Digital, AS Beauty*

**Client Challenge**

AS Beauty (Laura Geller) had been using separate vendors for their email and mobile marketing. Wanting to consolidate technology and ultimately provide a more streamlined shopping journey, AS Beauty signed with Listrak. Listrak’s unified platform drives significant incremental revenue while providing a seamless customer experience. Retailers and brands can initiate sophisticated multi-stage, highly-personalized journeys and 1:1 real-time interactions across channels through Listrak’s intuitive tools.

**Results**

One year into the Listrak partnership, Laura Geller has seen triple digit increases in email revenue growth. Email and SMS acquisition tactics has led to significant list growth increases for both email and SMS.

**299%**

SMS List Growth Last 12 Months

**217%**

Email Revenue Growth YOY Over Previous Provider

**92%**

Email List Growth Last 12 Months