



GETTING STARTED WITH SMS

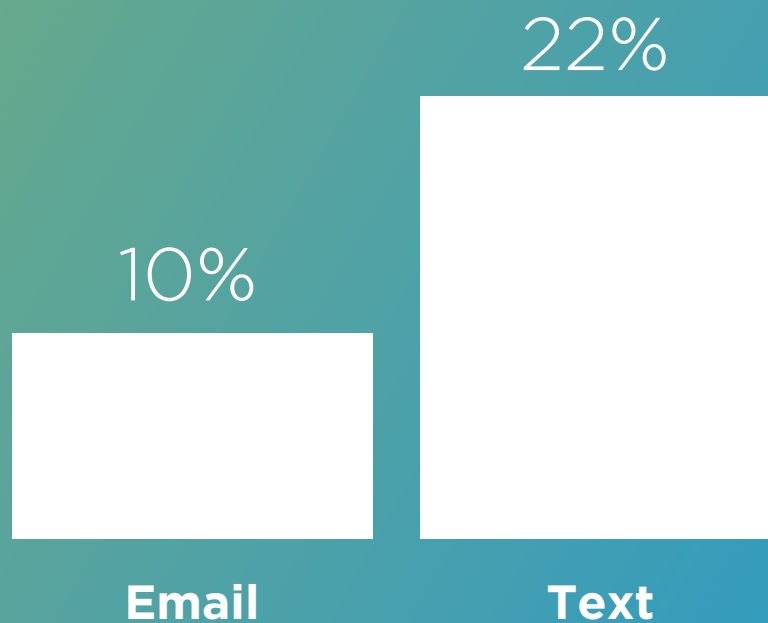
Ideas for Growing Your Mobile List
and Engaging Your Customers

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Executive Summary

There is no denying mobile's dominance. comScore found that the average American adult spends 2 hours, 51 minutes on their smartphones every day. And eMarketer expanded that report to include tablets and found the total time spent by mobile users is 4 hours, 5 minutes per day. Mobile now accounts for 65% of total digital media consumption. While the majority of our mobile time is spent in social networks, Informate reported that the average American smartphone user goes through 32 texts and 6 phone calls per day, accounting for a total of 26 minutes and 21 minutes, respectively. An even closer look by eMarketer shows we spend 10% of our time interacting with email on mobile devices compared with 22% of our time texting¹.



MOBILE TIME PER DAY

■ The Importance of SMS Marketing

85% of consumers want to receive text messages from their favorite brands. Yet only 38% of businesses have adopted SMS as a way to reach their customers². The most cited reason for the low adoption rate is that brands simply don't know how to get started.

THIS GUIDE PROVIDES DETAILS YOU NEED TO KNOW WHEN CONSIDERING ADDING AN SMS PROGRAM TO YOUR MARKETING MIX, INCLUDING MOBILE ACQUISITION TACTICS, WEEKLY BROADCAST MESSAGE EXAMPLES, AND TRANSACTIONAL AND TRIGGERED MESSAGES.

When done correctly, SMS will increase engagement and revenue. And the fact that it is delivered directly to your customer's most personal device provides new opportunities for marketers. For example, you can use SMS to re-engage subscribers who have become disengaged with email or you can reward your most loyal customers with exclusive offers. With Listrak's SMS platform, you will be able to segment specific target audiences to create highly-personalized messages while coordinating SMS with your email, paid social and other channels. Best of all, because you are sending to a targeted list, your carrier CPM rates will be much lower. You'll spend less but will drive even more revenue.

IT TAKES SHOPPERS 90 MINUTES TO OPEN AN EMAIL BUT ONLY 90 SECONDS TO OPEN A TEXT MESSAGE – AND SHOPPERS DON'T HAVE TO BE ONLINE TO READ YOUR MESSAGES.



Methodology

We monitored the SMS marketing programs of over 100 brands for eight months. The messages in this guide are the real messages we received. Please note that regulations may have changed or may not have been followed. Be sure to follow all regulations when sending SMS messages for consent, carrier approval, rules, and legal language required in messages to avoid fines or cancellation.

A stylized graphic of a smartphone, rendered in various shades of red and pink. It features a notch at the top and a circular home button at the bottom. The phone is positioned on the left side of the page, with its screen area serving as a backdrop for the main title.

Mobile's Influence in the Cross-Channel Path to Purchase

REACH CUSTOMERS IN THEIR FAVORITE
CHANNEL AND ON THEIR PREFERRED DEVICE

23% of eCommerce revenue comes from mobile devices. By 2020 it will be

45%³

Smartphone conversion rates are up

64%

compared to the average desktop conversion rate.⁴

60%

of online shoppers use their smartphones to find a product first.⁵

Retailers see an **ROI** up to

33 x

for their SMS campaigns.⁶

Customers who engage in SMS have a

30%

higher LTV.⁷



Mobile's Influence on your Marketing KPIs

ADDING A NEW TOUCHPOINT GREATLY
IMPACTS REVENUE AS WELL AS MANY OTHER
KEY PERFORMANCE INDICATORS

Increase

IDENTIFIABLE CUSTOMERS

not reliant on email
address alone

LOYALTY

higher retention rates

ENGAGEMENT

more clicks and views

CUSTOMER DATA

The more data you have,
the more targeted your
campaigns will be!

NEW CUSTOMERS

Expanded
cross-channel reach



SECTION 1

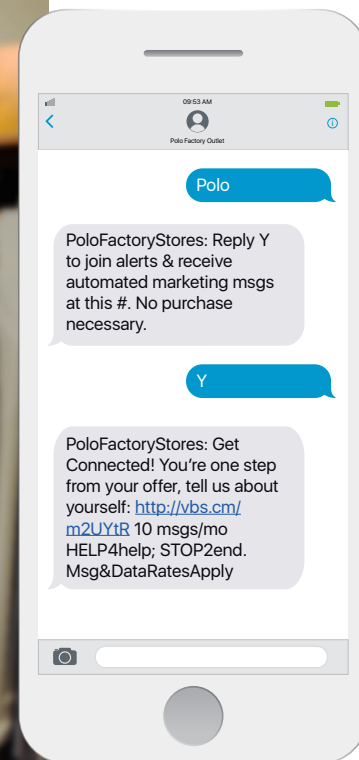
TEXT-TO-JOIN ACQUISITION & SMS KEYWORD CAMPAIGNS

In-store Signage

Engage customers as they're shopping



IN-STORE SIGN



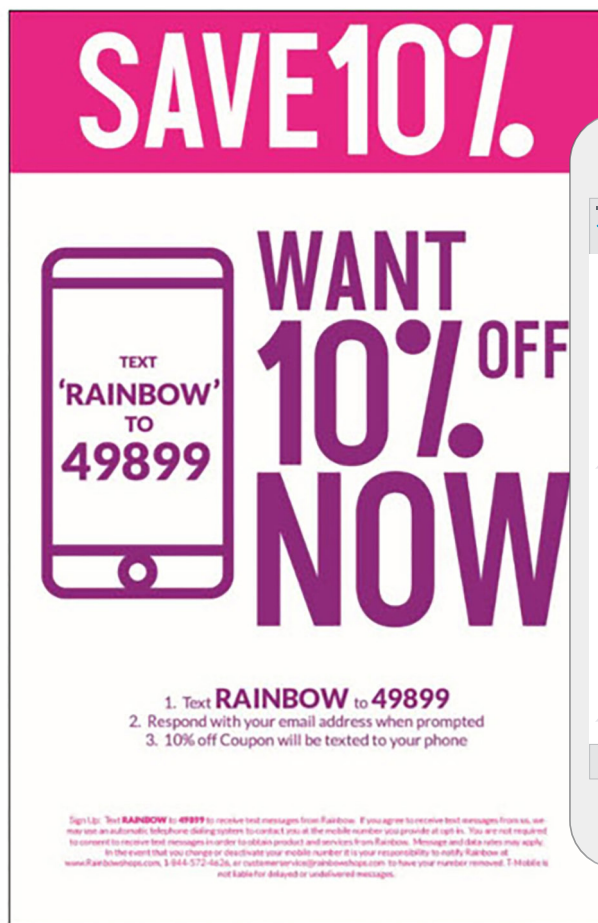
SMS SUBSCRIPTION

Tip

Follow current guidelines for legal disclaimers on all signage.

In-store Signage

Instant SMS coupon delivery streamlines checkout process while still acquiring both email and mobile number.



SAVE 10%.

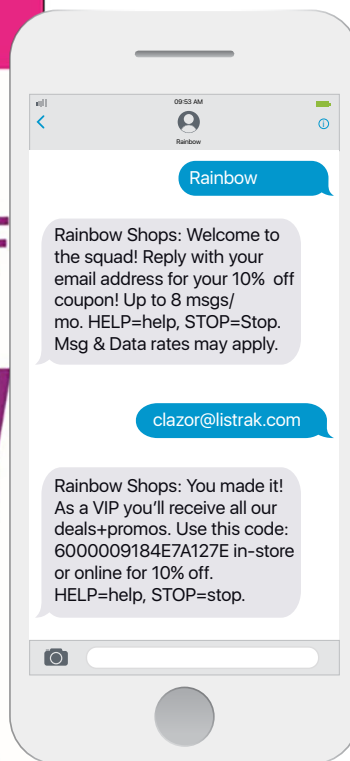
WANT 10% OFF NOW

TEXT 'RAINBOW' TO 49899

1. Text **RAINBOW** to **49899**
2. Respond with your email address when prompted
3. 10% off Coupon will be texted to your phone

Sign Up: Text **RAINBOW** to **49899** to receive text messages from Rainbow. If you agree to receive text messages from us, we may use an automatic telephone dialing system to contact you at the mobile number you provide at sign up. You are not required to consent to receive text messages in order to obtain product and services from Rainbow. Message and data rates may apply. In the event that you change or deactivate your mobile number it is your responsibility to notify Rainbow at www.rainbowshops.com, 1-844-572-4626, or customerservice@rainbowshops.com to have your number removed. Texts may be delayed or undelivered.

IN-STORE SIGN



SMS SUBSCRIPTION

Tip

Use dynamic coupon codes for one-time offers.

92%

Email Opt-In Rate

8%

SMS Click-Through Rate

6%

SMS + Email
Subscribers Conversion Rate

Sweepstakes / Text-To-Win

Acquire both email addresses and mobile numbers through compelling contests, in-store or online.

The image shows a red in-store sign for a GameStop sweepstakes. The sign features the text "WIN A" at the top, followed by a black GameStop gift card with "\$100" in the top right corner. Below the card, it says "\$100 GAMESTOP GIFT CARD". At the bottom, it says "Sign up for text messages from GameStop and you could instantly win a \$100 GameStop gift card! It's easy:" followed by three numbered steps: 1. Text "IN" to 46787, 2. Reply with your PowerUp Rewards email address, 3. We'll send you a text with a link to play and see if you've won!.

To the right of the sign is a smartphone displaying a text message conversation. The messages are as follows:

- GameStop: Reply with your PowerUp Rewards email address now to sign up for SMS alerts. Reply HELP for help. Terms: <http://bit.ly/gstxt> MSG&DataRatesMayApply.
- millportroad100@gmail.com
- GameStop: Thanks - Visit <http://bit.ly/2qxFOs6> for a chance to win a \$100 GameStop gift card! Reply HELP for help, STOP to cancel. MSG&DataRatesMay Apply.

Below the smartphone, the text "SMS + EMAIL SUBSCRIPTION" is written.

IN-STORE SIGN

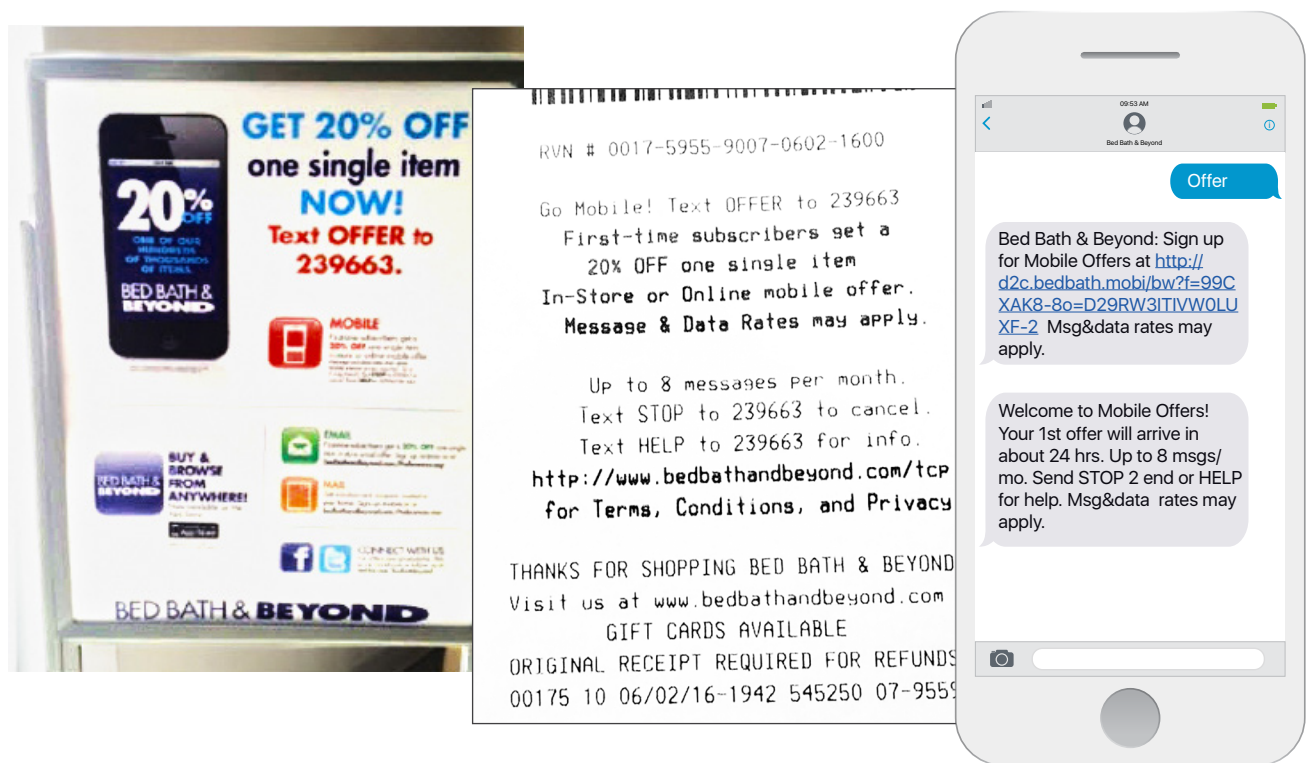
Tip

Sweepstakes regulations vary by state, so be sure to follow all guidelines.

In-Store Signage / Receipt

Keep the conversation going after the sale by promoting your SMS campaigns on your receipts.

Listrak unifies customer data across multiple channels, providing a 360° profile and ensuring all data points can be used to personalize future cross-channel campaigns.

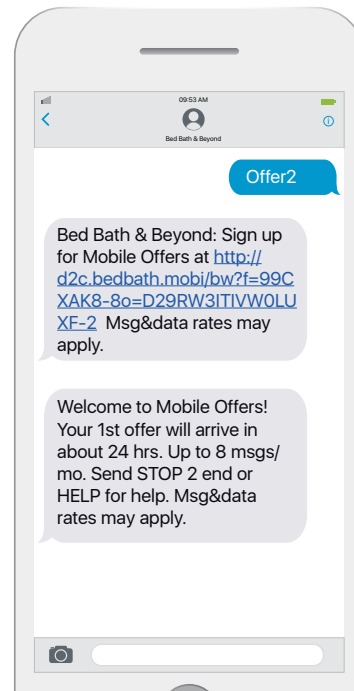


Tip

With a 160 character limit, save valuable space by shortening URLs. Listrak's SMS program has a built-in URL shortener for link management.

Direct Mail

Never miss an opportunity to engage customers via email and SMS.



GIFT CARDS ALWAYS THE PERFECT GIFT!
FREE STANDARD SHIPPING

Snap this QR Code® to shop gift cards.
Terms and conditions apply to gift cards.

MOBILE
Firsttime subscribers get a **20% OFF** one single item mobile offer for in-store or online use on a future purchase.
Text OFFER2 to 239663.
Message and data rates may apply. Mobile internet access required. Up to 2 msg/month. See STOP to cancel. <http://www.bedbathandbeyond.com/stop> for Terms, Conditions, and Privacy.

EMAIL
Firsttime subscribers get a **20% OFF** one single item email offer for in-store use.
Visit bedbathandbeyond.com/postcard.asp

WE GLADLY ACCEPT COMPETITORS' COUPONS FOR PRODUCTS ALSO AVAILABLE AT THOSE COMPETITORS.
If you find a lower price at any of our competitors, we will meet that price. Exceptions may apply.

If you wish to opt out of future mailings from us, go to our website at bedbathandbeyond.com/unsubscribe.asp

Facebook, Twitter, Pinterest, YouTube, Instagram

20% OFF

Take 20% off one single item.
Present this coupon.

Valid for in-store use only. Copies not accepted. Limit one coupon, Savings Certificate, special offer or discount (including price match) per item. Coupon must be surrendered at time of purchase; any return of purchase will reduce your savings proportionally. The discount cannot be applied to gift cards, shipping, or sales tax. Offer excludes the following: Alessi, Arthur Court, Breville®, Britto™ Collection, Brookstone®, DKNY, The Elf on the Shelf®, Kate Spade, Kenneth Cole Reaction Home, KitchenAid®, PROLINE, Kosta Boda, Le Creuset®, Lladro®, Miele, Monique Lhuillier, Nambor®, Nautica®, Nespresso, Orla Kiely, Pirelli, Shun, Swarovski, T-Tech, Vera Wang®, Victorinox Luggage, Vitamix, Waterford®, Westcott®, or Zwilling; Baby Brezza®, Baby Jogger™, BabyM™, BEABA®, Bugaboo, Bumblebee™, Destination Maternity®, Ergobaby™, Foundations®, Maxi-Cosi®, Mountain Buggy, Oeuf, Orbit Baby™, Peg Perego®, Petunia Pickle Bottom®, Phil & Teds®, Quinny®, Stokke®, storksaak®, Svan®, Under Armour®, UPPAbaby®, disposable diapers, wipes, formula, baby food or portrait studio services.

FOR LOCATIONS NEAREST YOU visit bedbathandbeyond.com and click on Store Locator or call **1-800-GO BEYOND®** (1-800-462-3966)

POSTMASTER: DELIVER 12/4 - 12/6
COUPON EXPIRES 1/2/14

10161 52565 70832 14002

RED BATH & BEYOND®
Beyond any store of its kind.
Office: 650 Liberty Ave., Union, NJ 07083

PSRST STD
U.S. POSTAGE
PAID
BED BATH & BEYOND

*****EARNST**C-003
6470RG 1020 52 F242-02-11-673-0 0061

LENDALE CA 91208
|||||

G47QR-V5




Acquire Mobile Numbers Across Your Website

PROMOTE SMS IN POP-UP, HEADER, FOOTER,
ACCOUNT CREATION PAGE AND CHECKOUT PAGE
TO MAXIMIZE EXPOSURE.

Tip

Instead of collecting mobile numbers, promote your keyword and short code and let the subscribers initiate the conversation. This will save resources as there is potentially no API involved and it takes away the double opt-in if done correctly.

CYBER MONDAY EXTENDED! \$10, \$15 & \$20 ITEMS! SHOP THE SALE



Hello Beautiful!

GET 10% OFF YOUR ORDER WHEN YOU JOIN THE VIP CLUB*

ENTER YOUR EMAIL

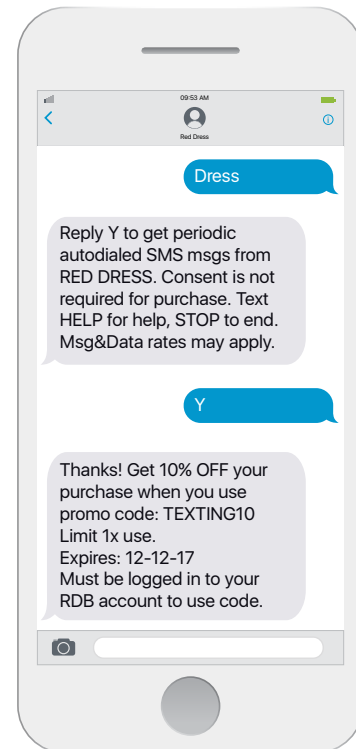
FIRST NAME LAST NAME

DATE OF BIRTH MONTH DAY YEAR

SIGN UP

or Text DRESS to 81680 to subscribe to recurring SMS messages


POP-UP



EXTRA PRESENTS!
ALL \$10 AND UNDER!
Fun favorites and sweet little treats that will make her smile!
SHOP NOW

\$10 & UNDER GIFTS

GRAPHIC TEES FROM \$15
COLD WEATHER FROM \$8
FALL BOOTIES FROM \$25



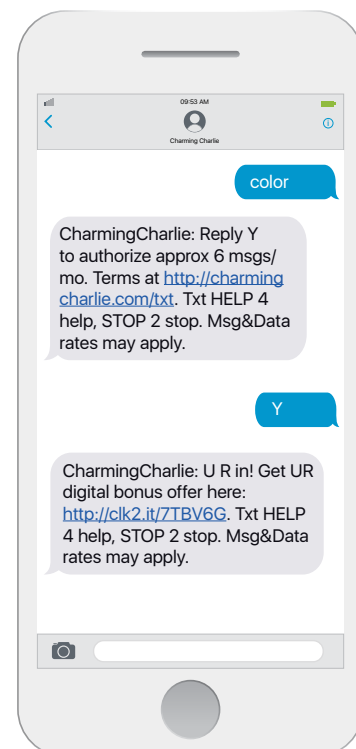
We're so charmed to meet you! At Charming Charlie, we believe life should be colorful. We're dedicated to helping find your one-of-a-kind style. After all—you're a true original! From cool and creative to classic and refined, our jewelry, handbags and accessories are made to personalize your entire look. We're your one-stop source for jewelry, accessories, handbags, apparel, special occasion sparkle, eyewear, home and gifts, scarves, watches, tech, travel, shoes and more! [Read More](#)

TEXT: **COLOR** TO: 323232

and receive AMAZING DEALS

TEXT COLOR TO 323232

FOOTER





Acquire Mobile Numbers Across Your Website

Tip

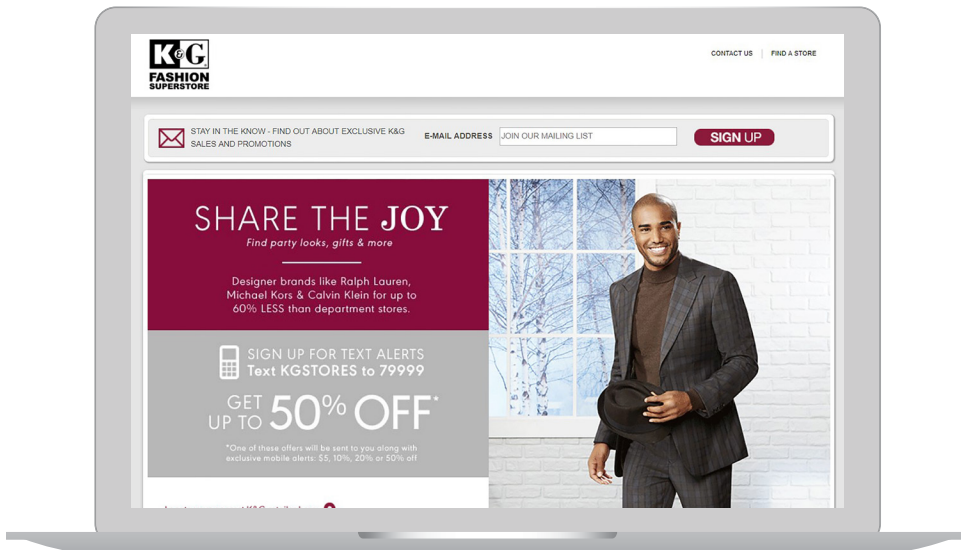
Be sure to follow all regulations regarding legal requirements to remain compliant.

kgstores

K&G: Reply w/ ur ZIP Code for ur coupon & for future mktg msgs up to 6/mo at this #; No Optin Req'd 2 buy; may be autodialed TC: <http://bit.ly/2t2Cru> RtsMayApply

17543

K&G: Congrats! You've earned 10% OFF ur entire purchase! Use this code in-store to save! AHUX5953378 bit.ly/2t2Cru Opt out: Txt STOP Msg&DataRatesMayApply



HOME PAGE

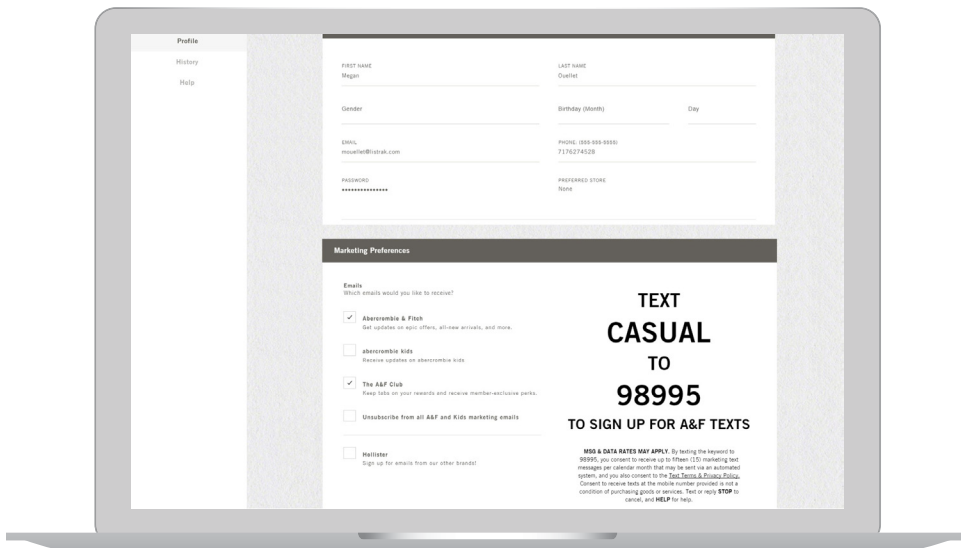
Casual

A&F: Reply YES to confirm u agree to marketing txts via automated system & Terms: <http://bit.ly/ANFtcs>. Consent not required for purchases. Meg&DataRatesMayApply

Yes

A&F: You're signed up to get up to 15 ongoing marketing msgs/month subject to Terms: <http://vbs.cm/13XNDj>. Msg&DataRatesMayApply STOP to stop, HELP for help.

A&F: 15% off Your Purchase! Use code 687548391913503 online only at <http://vbs.cm/136Miy> thru 11/19. Exclusions & details: <http://vbs.cm/d3qNqj> STOP2end

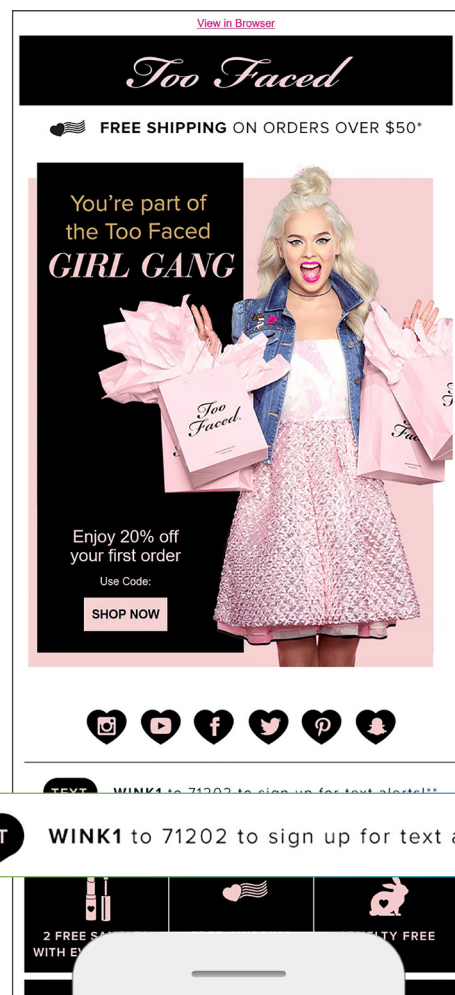
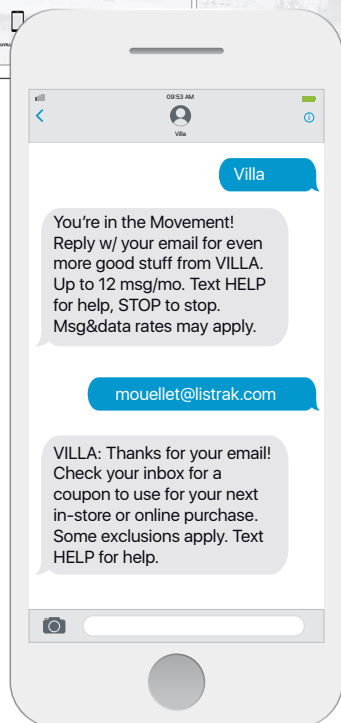
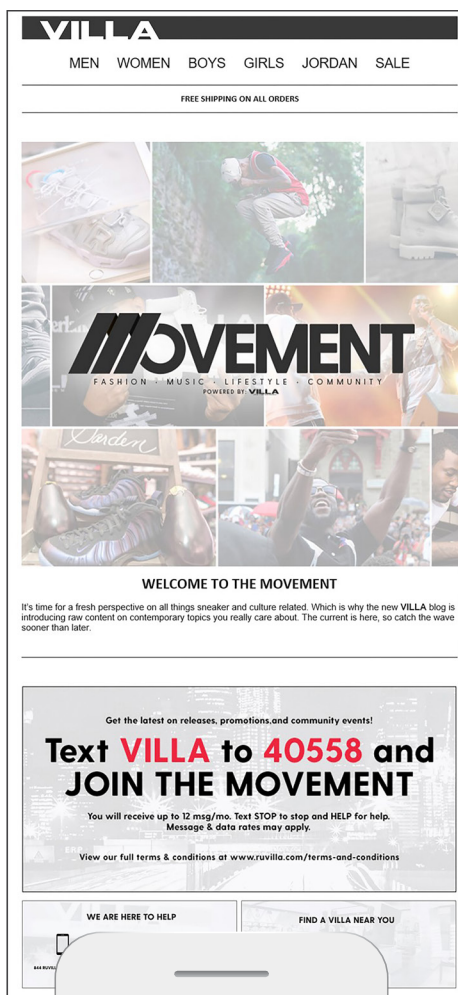


ACCOUNT CREATION PAGE

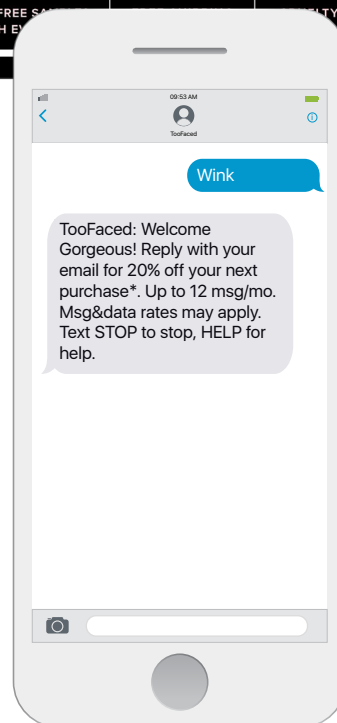
A stylized graphic of a smartphone, rendered in a dark green color. It features a notch at the top with a small circle and a horizontal line, and a circular home button at the bottom. The screen area is a lighter shade of green, serving as a background for the text.

Email Welcome Series

TAKE ADVANTAGE OF THE HIGH ENGAGEMENT RATE AND PROMOTE YOUR SMS CAMPAIGNS IN YOUR WELCOME MESSAGES.



TEXT WINK1 to 71202 to sign up for text alerts!**




A stylized graphic of a smartphone, rendered in a dark green color. It features a notch at the top with a small circle and a horizontal line, and a circular home button at the bottom. The screen area is a lighter shade of green, and the overall shape is rounded at the corners.

Email Campaigns

CONTINUE TO PROMOTE YOUR SMS
PROGRAMS IN ALL EMAIL CAMPAIGNS.

Too Faced

 **FREE SHIPPING ON ORDERS OVER \$50***

6 DAYS OF

Merry Makeup

SAT 2 SUN 3 MON 4 TUE 5 WED 6 THUR 7

50% OFF
select eye shadow palettes*

EYE NEED IT
Use Code: **PALETTEPARTY**

Chocolate Bar

NATURAL EYES

LET'S MAKE IT official

TEXT **TFMERRY** TO **71202**

to get new deals straight to your phone**

Pier1 imports

View this email online
Find your Nearest Store

Get the My Pier 1 Rewards Credit Card
Have Fun. Be Creative. Get Rewards.

FURNITURE PILLOWS & CUSHIONS DINING & ENTERTAINING DECOR SEASONAL & GIFTS CLEARANCE & SALE

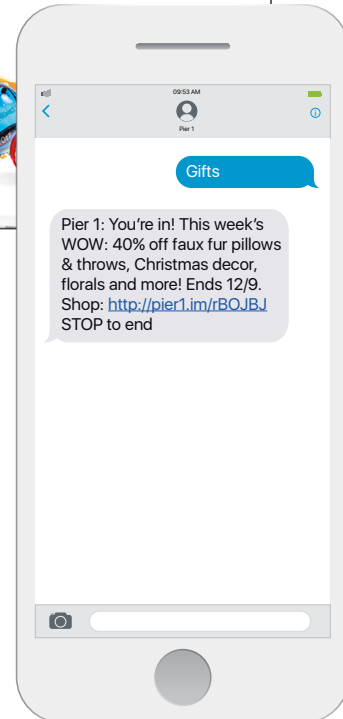
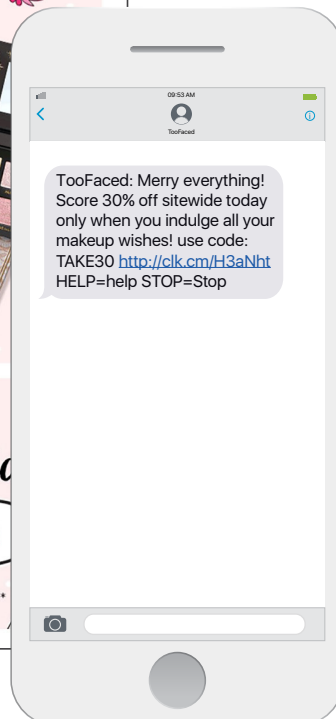
FREE SHIPPING*
Over \$49 + No Surcharges | Use Code FREESHIP49 >

ALL 30% CHRISTMAS ON SALE*

Christmas decor up to 30% off!
Welcome to the Pier1 Gift Wonderland!

SHOP ALL CHRISTMAS >

For more gift ideas, text GIFTS to 88788.*



A stylized illustration of a smartphone with a light blue screen and a white border. The screen is divided into two sections: a top section with a light blue background and a bottom section with a white background. The top section contains the title and the main text. The bottom section contains a 'Tip' box. The phone has a circular home button at the bottom and a small circle at the top center.

Email Campaigns

DON'T JUST DUPLICATE MESSAGES IN EMAIL AND SMS. USE SMS TO ADD URGENCY AND EXCLUSIVITY TO MESSAGE.

Tip

SMS should enhance email messages, not duplicate it. If running a sale, promote your sale daily in email messages but use SMS to offer mobile subscribers early access and to send a reminder a few hours before the sale ends.



Collegebound

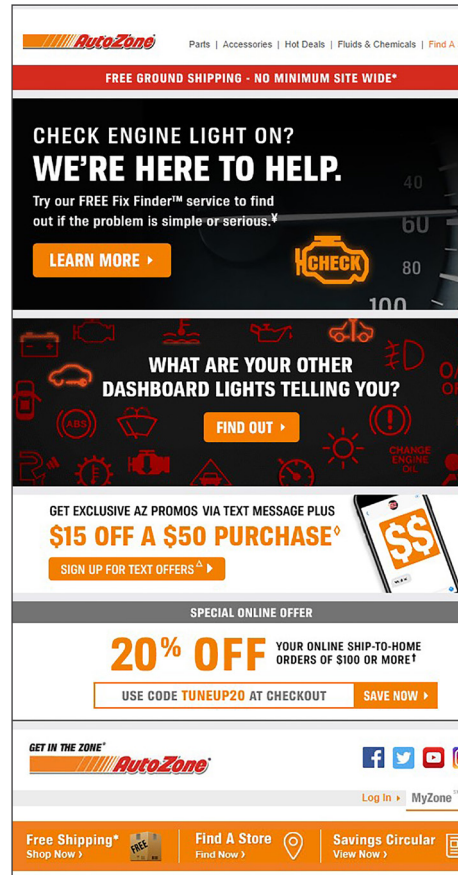
Container Store: Reply Y to receive your college offer and other automated marketing txt msgs from The Container Store at this #. No purchase necessary.

Y

Container Store: You are in! Your 20% discount will be coming to you shortly! Text STOP to end, HELP for info. Periodic messaging. Msg & data rates may apply.

Container Store: Your college offer is here! Use this offer code to get 20% off any purchase you make at The Container Store during the month of July. Stock up on all of your college essentials now at The Container Store!

Container Store: FINAL DAY! Don't forget today is the last day to use your 20% offer to get all your college essentials. Shop online or in store now!



Welcome to AZ Promos! Up to 4 promotional msgs/wk. Msgs sent via autodialer. Reply STOP to stop. HELP for help. Msg&Data rats may apply. Click <http://bit.ly/AZ091217> for your \$15 off \$50 in-store coupon. Stay tuned for more great offers and tips

AZ Promos: Time is running out! Shop at AutoZone & save \$10 off \$50 on your next in-store purchase <http://bit.ly/AZ091217> Offer expires 8/8

AZ Promos: Big Job, Big Savings. Take \$25 off \$100 at your nearest AutoZone! <http://bit.ly/AZ091217> In-store through 9/12/17. Reply STOP to stop. HELP for help. Msg& Data rates may apply.

A stylized graphic of a smartphone, rendered in a dark green color, positioned vertically on the left side of the page. The phone's screen is a lighter shade of green, and it features a circular home button at the bottom. The background of the entire page is a gradient of green and blue.

A Complimentary Email & SMS Campaign

UTILIZE BOTH EMAIL AND SMS MESSAGING
TO TARGET CUSTOMERS WITH TIMELY AND
RELEVANT MESSAGES.

WED, 11/15, 9:00 AM

**the
Extra
NICE LIST**

This year, we're celebrating our very top customers. We checked our list twice-and you're on it!

To show our appreciation, we added you to a super-exclusive list and we're gifting you lots of surprises. Just to make your holiday extra merry.

In-Store Skip-the-Line Saturdays
Early Access to Gifts & Deals
Exclusive Offers

+LET'S MAKE IT OFFICIAL
Ready to **skip the line** every Saturday
December 2—December 30?

Pull up associated app

+LET'S MAKE IT OFFICIAL
Ready to **skip the line** every Saturday
December 2—December 30?

SUN, 11/19, 8:00 PM

DESIGNER STYLES
BLACK FRIDAY PRICES

**You're on the
Extra
NICE LIST**

SO YOU GET BLACK FRIDAY DEALS
THREE DAYS BEFORE ANYONE ELSE!

**The Extra Nice List
Early Access Starts**
TOMORROW ONLINE

20% OFF
EVERYTHING
WITH CODE EARLY20

+

FREE
CLUTCH PURSE
WITH A \$39 PURCHASE
WITH CODE EARLYGIFT

**The Extra Nice List
Early Access Starts**
TOMORROW ONLINE

MON, 11/20, 10:00 AM

Style: Early access to 20% off everything (code EARLY20) + FREE weekend & shoe bag (code EARLYGIFT) starts today! STOP to cancel msgs. <http://style.com/early>

WED, 11/22, 8:00 AM

DESIGNER STYLES
BLACK FRIDAY PRICES

Final Hours

YOU'RE ON THE EXTRA NICE LIST

EARLY ACCESS ENDS TONIGHT

**The Extra Nice List
Early Access**
ENDS TONIGHT

20% OFF
EVERYTHING
WITH CODE EARLY20

+

FREE
CLUTCH PURSE
WITH A \$39 PURCHASE
WITH CODE EARLYGIFT

YOU GET FIRST DIBS!
while supplies last

WED, 11/22, 5:00 PM

Style: FINAL HOURS! Early access to 20% off everything (code EARLY20) + Free weekend & shoe bag (code EARLYGIFT)! STOP to cancel msgs. <http://style.com/early>

A person is shown from the chest up, holding a smartphone with both hands. The image is heavily filtered with a solid blue color, making the person's features and clothing appear in shades of blue. The person is wearing a patterned top and a necklace. The background is blurred.

SECTION 2

BROADCAST SMS MESSAGES

New Arrivals

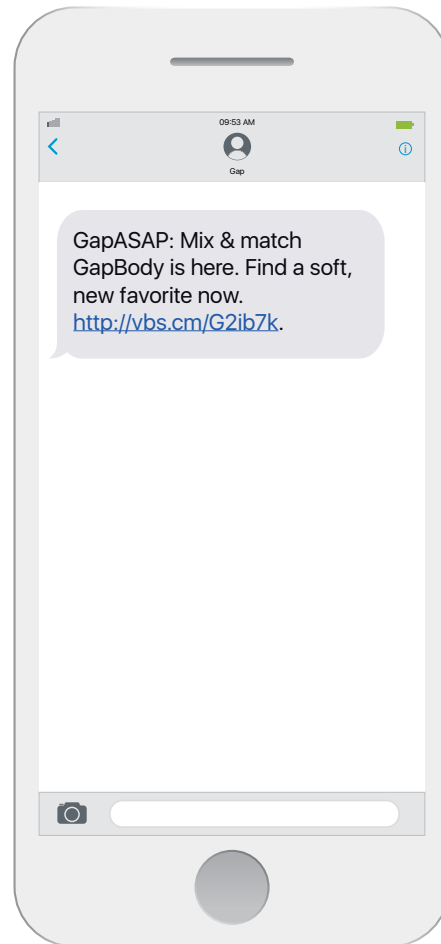
Share your most important merchandise or product related news via SMS.

Yandy Alert! New Fantasy Lingerie now available for preorder! Visit www.yandy.com/newfantasy to shop styles featured in Cosmo, Bustle & PopSugar! Get yours now before they disappear!

Bloomingdale's: Just landed! Luxe new looks from BASLER, Gerald Darel and HOBBS LONDON. Reply STOP to cancel. Shop: bit.ly/2vx7jHQ

NY&C: Two words: \$20. Jeans. Plus, enjoy \$125 off \$250 (code 3621) on NEW ARRIVALS today only - SHOP NOW!

<http://dqs.co/pyzp1h>



Average SMS Open Rate⁸

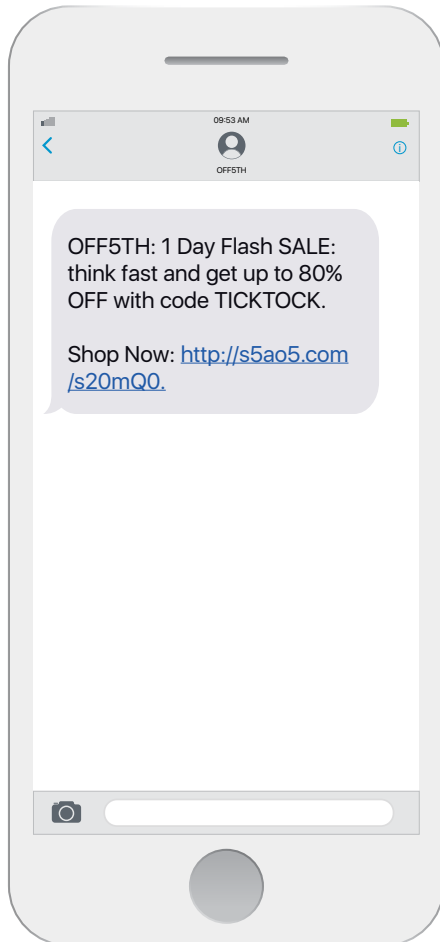
98%

Average SMS Opt-Out Rate⁸

5%

Flash Sales

Use broadcast SMS sparingly - save it for your time-sensitive offers to create urgency.



Mobile coupons are

10x

more likely to be redeemed⁹

TooFaced: Eye spy an eye shadow sale. Today only, save 50% off select eye palettes now! use code: PALLET PARTY to shop <http://clk.cm/C3KM9B> HELP=help, STOP=stop

Office Depot: Deals After Dark Flash Sale. Save on Laptops, Ink, Toner + more. Live from 5pm to 12amET. Text STOP to optout or HELP for help <http://bit.ly/deals10>

A'GACI: Final countdown! 30% OFF ALL BOOTS! In store and online. ENDS TONIGHT. Click to shop! <http://dqs.co/pyzp1h> Txt Help for help, STOP to stop

Brand-Specific Alerts

Deliver your most important messages directly to your customer's most personal device every week.

Tip

Follow all guidelines for legal requirements in messages, including capitalizing specific keywords. And, remember, these requirements count towards your 160 character limit.

VILLA

Villa: Restock Alert! More Jordan Retro 6 'UNC' pairs have just hit the site! Link to shop: <http://clk.cm/43FMjE>. Reply HELP for help Reply STOP to cancel.

REGAL

REGAL: Buy tix to see Transformers: The Last Knight 6/20-6/25 & get a digital copy of the 1st Transformers, within 48 hrs. <http://regmovi.es/2tpASGM> Stop=stop

ACE

Ace: Just in! Big news from one of the best brands in grills - take \$50 off all Weber Spirit gas grills. Shop now <http://bit.ly/WeberSpirit> Text STOP to quit.

MACY'S

Macy's Promo Alerts: Glam up with a free 7-pc. gift set with any \$35 Lancome purchase. <http://mcys.co/2vcQlrr> Txt STOP=End.

Important Corporate Alerts

Promote apps, contests, social networks - all of your important news can be delivered via SMS!

App

Zumiez: Thanks for texting to get the Zumiez Stash App! Click the link to download:

<http://m.qr.vibescm.com/p4TEfFrd>

Gap Factory: Scratch & win up to \$250! <http://m.rbx.me/n28czy> Plus, get 50% off or more everything in stores, select styles online thru 8/29 <http://vbs.cm/O2gq8j>.

Get social w/Redbox!
Facebook: <http://m.rbx.me/n28czy>
Twitter: <http://m.rbx.me/621dXI>
Instagram: <http://m.rbx.me/N2ccAy>
Snapchat: <http://m.rbx.me/x2CdKI>

Listrak: Head over to our Facebook page at 4:00 pm ET for the kickoff to our Facebook Live Holiday Predictions Series. <http://ltk.fBI/12FZk1>

Tip

Mobile bridges the gap between channels, including online, offline and social networks. With 80% of all social media activity taking place on mobile devices, including links in SMS is a great way to drive traffic to your social communities.

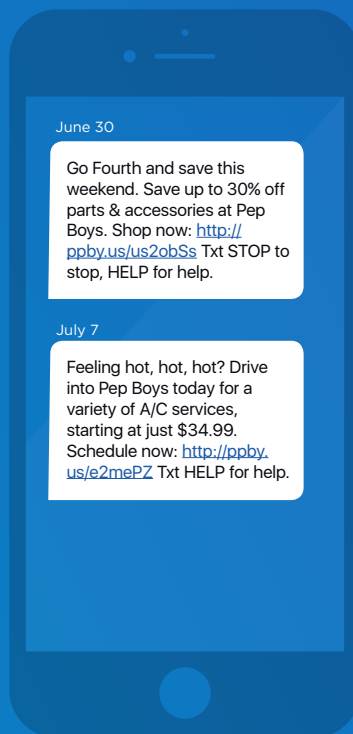
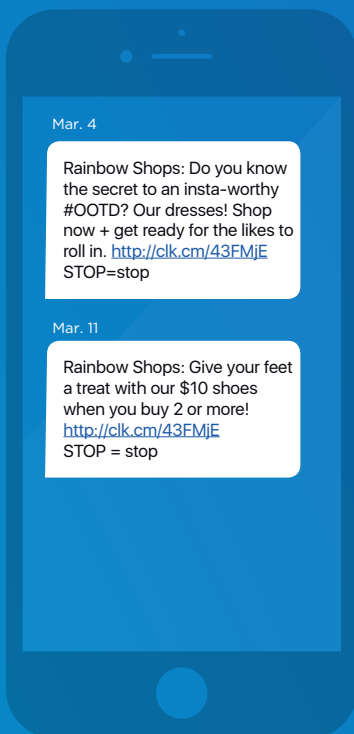
Tip

Listrak can help you track SMS traffic in Google Analytics by adding a simple UTM code to the custom URL.

LEARN MORE

Weekly Alerts

Keep engagement going through weekly SMS notifications.



July 1

Thru 7/2: USA outfits for \$10 (\$2.50 flag tee + \$7.50 shorts!) In-store & online. XO, Old Navy. Shop: <http://vbs.cm/32ucup> Details: <http://vbs.cm/z2Zc14>.

Aug. 8

Lands' End: Enjoy 50% off all kids' backpacks & lunch boxes + the shipping's on us. Ends today. PROMO:PACK PIN: 7476

Shop now:
<http://vbs.cm/x28mH3>.

July 8

Up to 75% OFF clearance! Plus, 2 days only: 50% off ALL shorts & tees 4 the fam! XO, Old Navy. Shop: <http://vbs.cm/E2aeDf> Details: <http://vbs.cm/S20eef>.

Aug. 17

Lands' End: Starts today! Take 35% off regular prices + free shipping over \$50. PROMO: ICE PIN: 3812

Shop now:
<http://vbs.cm/f22nVl>.

Seasonal Updates

Boost engagement and drive sales during peak shopping seasons.

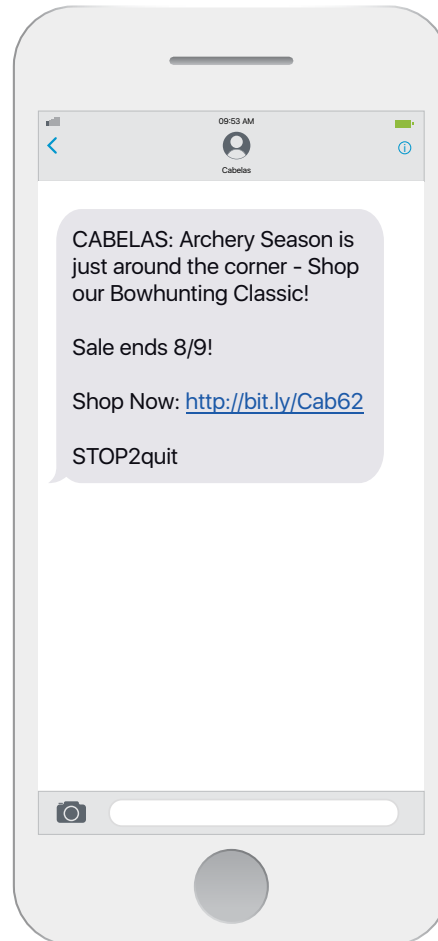
Bloomingdale's: Summer Break ends today! Take an extra 20% off almost all sale styles. Look for promo code SUMMER as you shop. Shop: <http://bit.ly/2h0Z7c8>.

L&T: Fall is almost HERE: shop our Back to Fall Sale featuring 25% OFF a great selection of DRESSES!

Shop: <http://l-t.us/b2XnRf>
Txt STOP to quit, HELP for info

Kmart: Save on the coolest back-to-school supplies! Reveal your savings NOW >> Click here: <http://kmrt.cm/D2un2d>.

Pep Boys: Hitting the road next weekend? Make sure your car is travel ready with the Summer Prep Service Package. Make an appointment: <http://ppby.us/C2Ta3T>.



Holiday Alerts

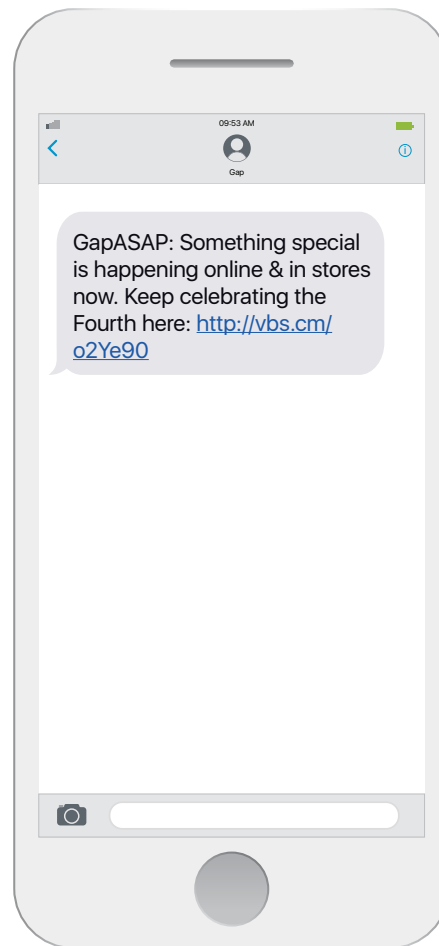
Boost engagement and drive sales during peak days of the year.

Macy's Promo Alerts: You can still order Dad a gift & pick it up in store tomorrow for free: <http://mcys.co/2vcQlrr> Txt STOP=End.

EXPRESS: It's EXPRESS Day! 40% off everything + free shipping + double Bonus points online & in app only. Shop express.com Excl. apply. Info po.st/nextday.

Office Depot: Prime Day a bust? Check out our deals now. Save up to 70% <http://bit.ly/deals11> Text STOP to optout or HELP for help.

JCP: Black Friday in July! \$10 off \$25 or more thru 7/29 + 60% off Arizona, Xersion & even more Spotlight Deals Fri & Sat: <http://spr.ly/dtl> ReplySTOPtoEnd



Black Friday/Cyber Monday

Boost engagement and drive sales during the busiest shopping days of the year.

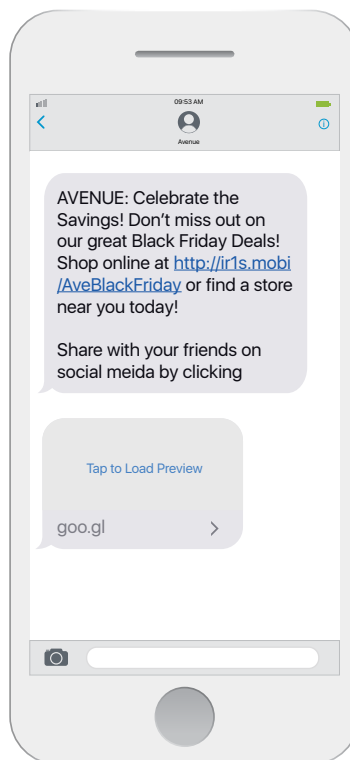
Kirkland's: Shop the BEST Black Friday sales! Use code 510167VWS113014 @store 20% off prchse! Exp 11/30. STOP 2quit www.kirklands.com/SMS Msg&DataRatesMayApply

Kirkland's: Cyber Monday sbgs start now! Use code 510221MSR120414 \$10 off \$50 Ext 12/4. STOP 2quit www.kirklands.com/SMS Msg&DataRatesMayApply

Rainbow Shops: This is not a drill. I repeat, this is not a drill! BLACK FRIDAY is here & starting with deals under \$5! <http://clk.cm/Q3ZIB1> STOP=stop

Rainbow Shops: These Black Friday deals were too good for just one day. Let the shopping continue! <http://clk.cm/532lnX> STOP=stop

Rainbow Shops: CYBER MONDAY has arrived and you won't believe these deals! Go ahead, take a look... <http://clk.cm/Y34JNZ> STOP=stop



Tip

Put the legal language requirements before the links. iOS 10 removes the hyperlinks and replaces it with a "Tap to Load" preview. The hyperlink still counts towards your 160 character limit. Be sure to use an open graph og:image tag to pull in the correct preview.

LEARN MORE

GapASAP: Cyber Monday is HERE. Code CYBER for 50% off everything + code TREAT for extra 10% off. <http://vbs.cm/83Jlbi> STOP to quit <http://vbs.cm/U3SIY0>

GapASAP: Cyber Monday EXTENDED! Keep shopping amazing deals for just one more day. <http://vbs.cm/L3GJGI>

Loyalty

Personalize messages to specific customer segments for even greater engagement.

Tip

Stop blasting your messages to everyone. Listrak's SMS platform lets you segment your list based on customer purchase data so you can reward your most loyal customers with exclusive offers.

GAP

Gap: Know what you love?
Tell us! We'll text you the latest. <http://vbs.cm/m2GSS>
STOP to quit. Text HELP for help. Msg&data rates apply.

**ESTEE
LAUDER**

Estee Lauder Double Points Day: Free Full-Size Nutritious Cleanser & 6 Free w/purchase until 11:59PM at <http://estee.cm/2IXbUPt> w/code SINGLES17 STOP to cancel

BLOOMINGDALE'S

Bloomingdale's: Just for Loyalists! Get exclusive savings or rack up Power Points now through 7/16. Reply STOP to cancel. Shop bit.ly/2v57Gox

PIER 1

Pier 1: Just for Rewards Members: first access to our Biggest Black Friday Sale Ever! Doors open early tomorrow at 8 am! Plus, a FREE ornament valued at up to \$10 with a \$50 in-store purchase until 10 am. See you there!

Other Great Ideas!

You should send at least 3-4 SMS messages per month. Here are some additional campaign ideas to keep customers engaged.

BRfriends: You're invited to our Try On Event! Experience our perfect-fit pants and more. Tonight, 6pm - find your event: <http://vbs.cm/52Rkvt> text STOP 2 quit

BR Factory: Reply w/ur name. Here's 15% Off: <http://vbs.cm/t2zY6e> Exp. in 30 days. Recurring msgs. Txt HELP for help, STOP to quit. Msg&data rates may apply.

Megan

Chipotle: Reply with ur ZIP CODE to receive recurring automated marketing msgs to this #. Consent is not a condition of purchase. T&Cs: <http://chip.tl/privacy>

BR Factory: Thanks Megan! Stay tuned for more offers!

17543

BR Factory: Early Access July 4 Savings on now! Just for you, here's 20% off on top of 50-70% off online & in stores + save @Gap Factory <http://vbs.cm/12jZMU>

Chipotle: Thanks for your ZIP CODE. You will receive recurring msgs. Reply HELP for help, STOP to cancel. Msg & data rates may apply.

Chipotle: Create your own SAVOR.WAVS mix and score Buy-One/Get-One FREE burritos. Tap to create: <http://chipo.tl/U2LKXX1>. Txt STOP to quit. Txt HELP for help.

GapASAP: Starts today! Meet me in the Gap for Friends & Family. Save coupon to wallet: <http://vbs.cm/12Flo7> Start shopping: <http://vbs.cm/J2mkZM>.

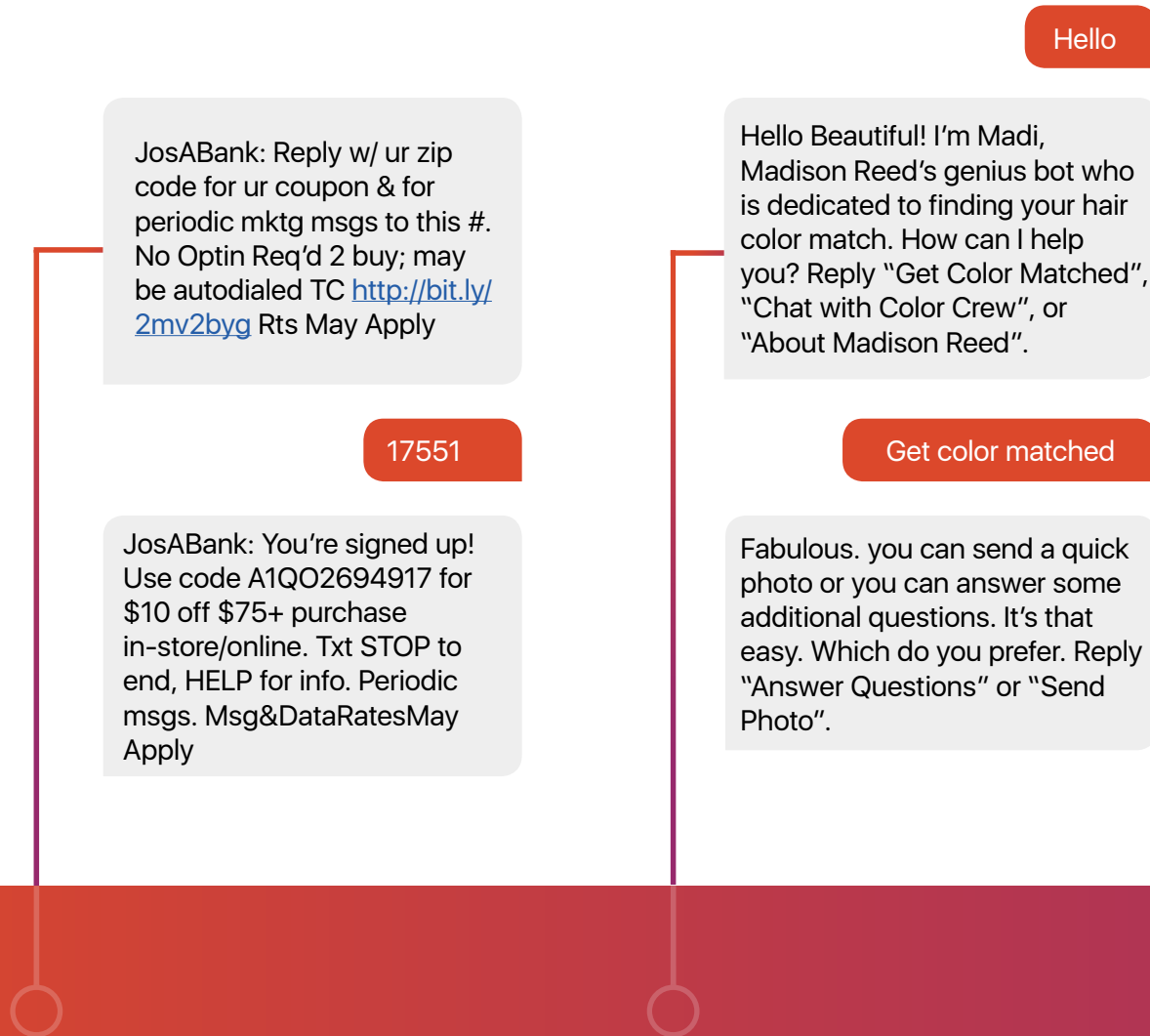


SECTION 3

TRANSACTIONAL & TRIGGERED SMS MESSAGES

Welcome SMS

Seize the opportunity to collect additional subscriber data!



Tip

Keep abbreviations to a minimum.

Tip

Have autoresponses triggered by keyword to keep a highly relevant conversation going

Villa

You're in the Movement!
Reply w/ your email for even more good stuff from VILLA. Up to 12 msg/mo. Text HELP for help, STOP to stop. Msg&data rates may apply.

mouellet@listrak.com

VILLA: Thanks for your email! Check your inbox for a coupon to use for your next in-store or online purchase. Some exclusions apply. Text HELP for help.

Boots2

Boot Barn: Reply YES to receive recurring alerts & offers from Boot Barn. Up to 10 autodial msgs/mo. Reply HELP for help, STOP to end. Msg&Data rates may apply.

Yes

Boot Barn: Thank you for confirming your opt in! Stay tuned for exclusive text alerts and offers! Reply HELP for help, STOP to END.

Boot Barn: Set your preferences to get a birthday surprise & special alerts. Visit <http://cl-k.us/r/BA/1SSA> Reply STOP to end.

Tip

When requesting additional information, follow all regulations to remain compliant.

Order Updates

Transactional messages related directly to customer purchases.

Tip

Transactional SMS messages can supplement your transactional email campaigns, but they shouldn't replace them as emails allow you to include predictive product recommendations.

DO MY OWN

Do My Own Shipment Updates: Reply with YES to subscribe. Frequency based on user orders. Reply HELP for help, STOP to cancel. Msg&data rates may apply.

Yes

Shipped: Your DoMyOwn.com order with PetAG Nurser Bottle has been shipped. Track at <http://dmopc.co/t/1597f8db4ec9d3>

HOME DEPOT

Home Depot Order W906155392 Your order is ready for pickup! Visit the Lancaster, PA Store #4131 customer service desk. Reply 64050 to stop receiving the messages.

SMARTPAK

SMARTPAK UPDATES: We have processed your return(s). Please check your email for more details.

HONEYBAKED HAM

Honeybaked Ham: Your package with UPS has been delivered. Rate your experience tracking.narvar.com/trk/ye8p8rhkp1nnpn4r

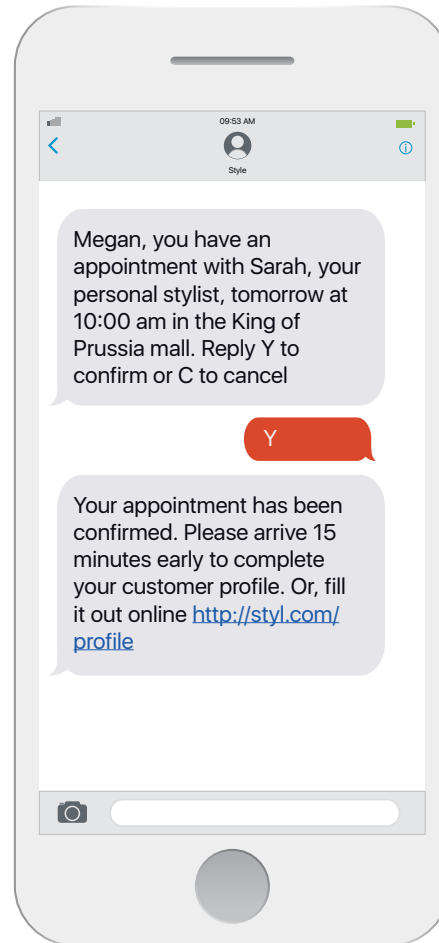
Event-Triggered Messages

Birthday Wishes, Appointment Reminders, Account Updates – Trigger all kinds of personal messages with Listrak's SMS platform.

DSW: Happy Birthday Month! Use your \$5 bday offer in stores or at dsw.com through 7/31/17 with code 483320800503. Reply HELP for help or STOP to end.

SWA: Flight Status Message for Flight #199 on October 25. The estimated time of departure from PHL is 10:50 AM at gate E11. This info is subject to change

KRAMER: Congrats! You've reached GOLD level VIP status. Book two free nights at any resort now <http://krmr.com/book>. GOLD perks: <http://krmr.com/gold>



Tip

The more triggered messages you can send, the better! With Listrak's SMS platform, your SMS messages can be as targeted and relevant as your email campaigns.

The background of the page is a warm, orange-toned photograph. It shows a person's hand holding a smartphone, with the phone's camera and flash visible. Below the hand, a portion of a laptop keyboard is visible. The entire image is covered with a semi-transparent orange filter, creating a cohesive and modern aesthetic.

SECTION 4

HOW LISTRAK CAN HELP YOU GET STARTED

■ Getting Started

There is a lot to know before you implement an SMS marketing program. SMS is highly regulated and each carrier can have its own rules. If you don't remain compliant, you will be fined and your program may be shut down. To make it even more challenging, the regulations are constantly changing so it can be difficult to remain current. Visit the CTIA - The Wireless Association, or CWTA if you're in Canada, for more details.

Carriers not only have their own rules, but they also have their own CPM fees and approval processes and timelines. You need a good understanding of how the carriers work in order to avoid unexpectedly high costs and/or delays.

LISTRAK CAN HELP. WE PROVIDE THE NECESSARY DOCUMENTS AND COMPLIANCE GUIDANCE REQUIRED TO ACHIEVE CARRIER APPROVAL AND CAMPAIGN SET-UP.

We also provide a dedicated short code for an elevated level of security, control and customer experience. We can even help write your SMS copy to ensure compliance within the 160 character limit in the U.S. and 140 character limit in Canada while promoting the right brand, message and CTA.

■ Solution Highlights

Broadcast & Triggered SMS

We also provide a dedicated short code for an elevated level of security, control and customer experience. We can even help write your SMS copy to ensure compliance within the 160 character limit in the U.S. and 140 character limit in Canada while promoting the right brand, message and CTA.

- Compose, preview and schedule SMS campaigns right in Listrak's application – no need to login or manage 3rd party software
- Create targeted campaigns – filter by keyword, purchase behavior, or profile field, such as postal code or birthday
- Time zone optimization based on area code
- Flexible event-triggered API
- Shorten and track URLs
- Dedicated short codes
- Dynamic coupon pools
- Real-Time engagement and revenue reporting and analytics

Tracking & Compliance

Listrak gives you the tools you need to run successful SMS campaigns.

- SMS reporting includes short code level subscriptions, message volume, broadcast campaign metrics, and keyword opt-in metrics
- Revenue attribution and reporting
- Additional contact management is available
- Google Analytics campaign reporting is quick and easy
- Dynamic coupon pools
- Our experts will help you navigate through the compliance and carrier approval process during implementation and beyond

SCHEDULE A DEMO



Implementation Timeline

Typically 17-18 Weeks to Completion



Text LOOKBOOK to 50202

TO RECEIVE LISTRAK ALERTS

By texting 50202, you are consenting to receive up to 8 texts per month from Listrak via automated technology and you agree to the mobile terms and conditions located at <https://goo.gl/pWFBRM>. Consent is not required as a condition for the purchase of good or services. Reply HELP for help or STOP to opt out. Message and data rates may apply. Privacy policy: <https://goo.gl/G3wqri>. Visit us at www.listrak.com.

FUELED BY AI, MACHINE LEARNING AND PREDICTIVE ANALYTICS,
LISTRAK HELPS UNLOCK THE POWER OF CUSTOMER DATA TO CREATE
PERSONALIZED, 1:1 INTERACTIONS.

METHODOLOGY

We monitored the SMS marketing programs of over 100 brands for eight months. The messages in this guide are the real messages we received. Please note that regulations may have changed or may not have been followed. Be sure to follow all regulations when sending SMS messages for consent, carrier approval, rules, and legal language required in messages to avoid fines or cancellation.

Sources

¹ Hackernoon "How Much Time Do People Spend on Their Mobile Phones in 2017?"

² Text Local "5 Stats that prove 2017 is the year for SMS marketing"

³ Statista "Mcommerce Share of Total Digital Commerce" and MediaKix "The Top 10 Mobile Advertising Stats"

⁴ iMPACT "38 Mobile Marketing Stats to Help you Plan 2018"

⁵ Huffpost "Mcommerce Statistics Show Smartphone Shopping is Viral"

⁶ Vibes "Mobile Messaging 2016 Guide"

⁷ "Four Cross-Channel Marketing Marketers You Need to Know in 2017"

⁸ Vibes "Mobile Acquisition Best Practices"

⁹ Vibes "Mobile Messaging Guide 2016"

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www.listrak.com