

Text Message Marketing Case Study

FOOD & BEVERAGE

>> Campaign experiences a 58% redemption rate

COMPANY: Avenue Bread & Cafe



CHALLENGE:

To implement an efficient text message loyalty program that increase sales.

SOLUTION:

- Text message campaign launched at three Avenue Bread & Cafe locations.
- Promoted through in-store window decals and various social media channels.
- Customers subscribe to receive weekly text message promotions.
- Text messages drive increased customer visits and purchases.

RESULTS:

- Campaign experiences up to 58% redemption rates on text message promotions.
- The campaign subscriber list maintains an average growth rate (month over month) of 120%.
- 100% of subscribers are generated from a mobile device.