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20 Best use of SMS

SMS marketing is on the rise. In 2020, 48.7 million people chose to receive marketing via SMS with **open rates as high as 98%**.

This category is a celebration of our **integration** that launched this year with the SMS platform, Attentive. The integration helps retailers create meaningful, personalized interactions through text messaging and we're excited to shine the light on the partnership.

In this category, we're celebrating an early adopter of the **LoyaltyLion and Attentive integration**.

So let's take a look at this SMS trailblazer.

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BEST USE OF SMS

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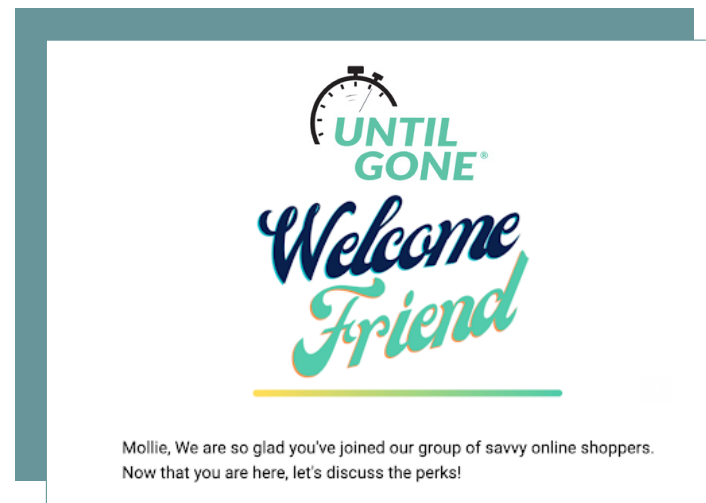
attentive[®]

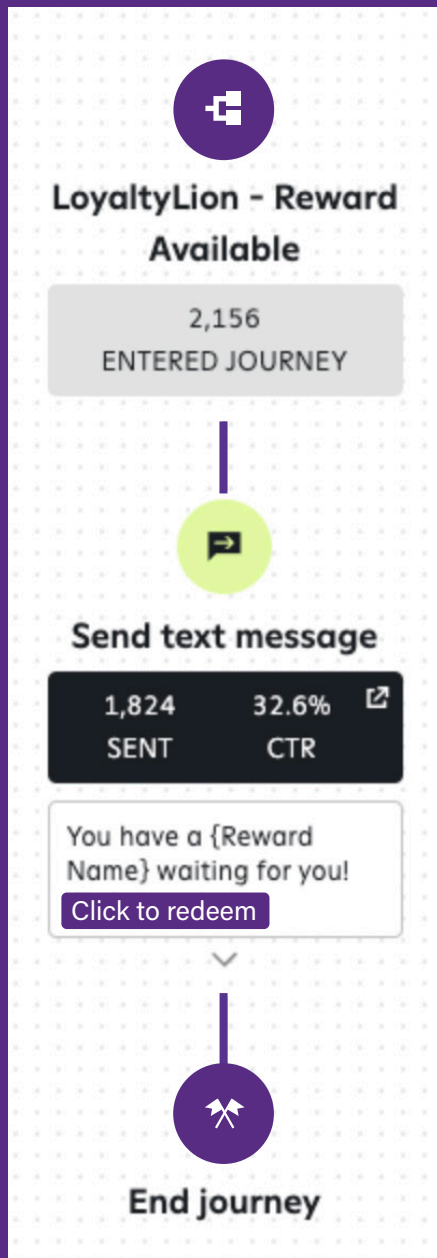
And the winner is.. UntilGone



UntilGone has recently linked **Attentive** and **LoyaltyLion** together to set up automated text messages that keep the lines of communication open with its loyal customers.

With the new integration, UntilGone's potential is endless. The brand sends texts reminding loyalty program members they have rewards to redeem and that they're approaching the next tier of their loyalty program. Connecting the increased engagement from SMS marketing with their LoyaltyLion program, UntilGone drives incremental revenue and engages customers with their brand.





The integration between Attentive and LoyaltyLion is a great solution for increasing engagement with our members. The immediacy of the SMS notification combined with the loyalty program rewards results in a click rate of over 25% and a conversion rate of over 9% across the journeys we are using. We're building connections with our customers and driving increased revenue as a result.

Richard Bell, President at Until Gone

When we caught up with Attentive about the new integration they said...

Attentive's integration with LoyaltyLion allows brands to easily identify their loyalty members who are SMS subscribers. They can then create segments relevant to the statuses of their loyalty subscribers, and send them targeted automated journeys through the Attentive platform.

With journeys such as "Reward Available" and "Approaching Tier Upgrade," brands can instantly text subscribers who have a reward to redeem, or who are approaching the next tier. These text messages target subscribers at a specific moment in their customer journey, helping the brand increase engagement and offer exceptional value to their loyalty members.

Overall, the LoyaltyLion and Attentive integration has provided significant, high-value messaging that increases customer lifetime value.

Steve Yang, Sr. Client Strategy Manager at Attentive

Results

Before the integration, UntilGone's loyalty program was already thriving. **Members spent almost double the amount regular customers did and have a 115% higher AOV.**

With SMS part of their strategy, UntilGone could see more customers enrolling in their program and become loyal to the brand longer term.

This category was sponsored by Attentive

Attentive® is the most comprehensive text message marketing solution, driving 18.5% of total online revenue for businesses by creating thoughtful SMS experiences. Using real-time behavioral data, Attentive automatically sends engaging text messages to each subscriber at every step of the customer lifecycle.

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