

A Case Study with

The Attic

A streetwear retail chain in Southern California

Attic's 4th of July Sale

Using BizRated Mobile, Attic promoted their sale in only 2 days

Attic texted 1200 people on their mobile list and 232 people showed up before the store even opened (that's 20%)

Attic sold \$20,000 in merchandise in a mere 3 hours

Average VIP spent $\$20k/232 = \86.21

Huge Turn Out Due To Text Promotion

Line Wrapped Around The Building On All 4 Sides



20% Sales Conversion Rate

Mobile Marketing Is More Effective Than Email Marketing

- Customers could only participate in the VIP sale by showing proof of text at the door
- Out of 1,200 VIPs on Attic's mobile list, 232 lined up in front of the store before it even opened (20% lined up and purchased something – That's Huge)



Mobile Texting Clearly Works

- From a single blog post about the sale The Attic collected 280 mobile numbers within 2 days (Customers were encouraged to text “AtticSale” to 69302 – BizRated Mobile’s short code)
- Promoting the sale required NO marketing effort because of the power and immediacy of mobile text and IM (Instant Messaging).
- There were No paid Print, Radio, or Internet Ads whatsoever.
- Attic’s VIP sale wasn’t even on a traditional shopping day. (Thursday from 6pm-9pm) This shows how effective texting can be if combined with:
 - ✓ A Very Compelling Offer
 - ✓ Social Media
 - ✓ Multi-Mode Message (Mobile Text + Instant Message + Email)

True Marketing Power

The Attic can now remedy a slow business day or create hype immediately with little to no preparation due to the power of mobile text combined with multi-mode marketing



Summary

- **Email Marketing is slower than text marketing**
- **High impact communications via mobile text and IM will keep your Customers informed at all times and ultimately increase sales (Especially on slow days)**
- **Use BizRated Mobile to blast out big sales, promotions, new product arrivals, and important announcements**
- **Mobile coupons are much more effective than paper or email coupons and have Real-Time delivery**
- **With BizRated Mobile there's no need to plan weeks ahead of time to get an important message out**
- **BizRated Mobile service is 100% opt-in so you know that your Customer's want to receive valuable info from you**
- **Multi-Mode Marketing will take your business to the next level and set you apart from your competition by giving you that extra edge**