

Trumpia

A Case Study with

The Attic

A streetwear retail chain in Southern California

Attic's 4th of July Sale

- **Using Trumpia, 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

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 VIP sale by showing proof of text at the door
- Out of 1200 VIPs on Attic's mobile list, 232 people lined up in front of the store before it even opened (20% lined up and purchased something – that's huge)



Texting Clearly Works

- **From a single blog post about the sale The Attic collected 280 numbers within 2 days (customers were encouraged to text “AtticSale” to 69302 – Trumpia’s shortcode)**
- **Promoting sale required NO marketing effort because of the power and immediacy of mobile text and IM**
- **There were no paid print, radio, or Internet ads whatsoever**
- **Attic’s VIP sale wasn’t even on a traditional shopping day (Thursday from 6-9 PM) and 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

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 slow and OLD**
- **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 Trumpia to blast out big sales, promotions, new product arrivals, and important announcements**
- **Mobile coupons are much more effective than paper or email coupons**
- **With Trumpia there's no need to plan weeks ahead of time to get an important message out**
- **Trumpia's service is 100% opt-in so you know that your customers 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**