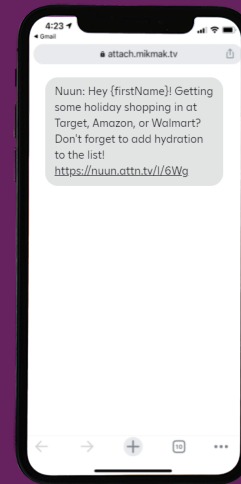


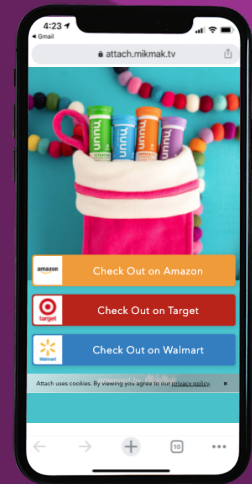
MikMak + attentive®

CASE STUDY: SHORTEN THE PATH-TO-PURCHASE FROM ANYWHERE

Nuun increases purchase intent by leveraging MikMak Commerce in an SMS-based marketing campaign with Attentive.



Text message from Attentive



MikMak Experience

1.25X

Higher Purchase Intent Rate than other platforms during Attentive campaign

8.7%

Conversion Rate through SMS-based campaigns with Attentive

54%

Of shoppers preferred to **check out on Amazon**

Background

Nuun is always looking for creative ways to reach and interact with its customers. In addition to social and search marketing, Nuun was interested in expanding its typical channels and reaching out to shoppers via SMS text messaging. They found a partner to run SMS-based ads with but wanted to ensure the experience provided an optimal shopping experience for their consumers, and that performance data would be available to them.

Challenge

Nuun was in search of a way to ensure SMS-based marketing provided a frictionless shopping experience for consumers and allowed them visibility into campaign performance.

"We were interested in expanding our traditional use cases with MikMak beyond Social and Email. Partnering with Attentive, and integrating MikMak into the SMS-text campaign was seamless and resulted in a strong performance."

Solution

Nuun made the call to action of the SMS messages direct to a MikMak Commerce experience, giving the shopper the ability to check out at their preferred retailer and Nuun the ability to better understand the performance of the campaign. By using both Attentive's SMS text marketing platform combined with MikMak, Nuun was able to reach shoppers in a new way, offer them a familiar, frictionless shopping experience, and gain valuable insights into the performance of the campaign.

Results

The SMS Marketing campaign outperformed all other platforms during its run and had a strong conversion rate of 8.7%.



Megan Patten, Account Supervisor
Add3 (Agency for Nuun)