

# VANITY TABLE grew its revenue by \$166k with Recart SMS marketing



**\$166k**  
generated in sales

**18k**  
new SMS subscribers

**42.7%**  
welcome conversion rate

**10% CTR**  
on multiple campaigns

**15X ROI**  
on multiple campaigns

**VANITY TABLE** offers the finest beauty products from Korea to their global customer base. They provide a wide range of products ranging from nail products, cosmetics, skincare, body care, and beyond.

Read about the challenges VANITY TABLE faced, how Recart offered a great SMS strategy and solution, and see some of the amazing results they have achieved so far.



“ We witnessed a much greater ROI compared to other marketing campaigns. What really inspired us is that customers who had not responded to email or other media ads are now starting to engage in our SMS marketing. ”

## VANITY TABLE

# The Challenge

- VANITY TABLE has a large mobile app customer base but struggles to reach its inactive users
- The majority of new customer traffic comes from mobile devices but VANITY TABLE had no way to convert the traffic into subscribers
- Due to the success of their app they also wanted to encourage new customers to download it

The VANITY TABLE Shopify store offers a great web platform, but the majority of its online purchases are made through its [mobile application](#).

While their products enabled them to gain repeat customers, with the recent updates from Apple and Google, they were no longer able to target all their past buyers with push notifications from their app.

These changes meant that if a user didn't interact with their app for a certain amount of time (1-3 weeks), the notifications get muted automatically.

They needed to find a solution to remarket past customers through their mobile phones.

Research tells us that an average American spends around 30% of their waking hours on their phones and VANITY TABLE already has a dominantly mobile-first audience, which made it clear that they needed a new solution to target their client base.

They needed a solution that turned shop visitors into SMS subscribers in order to remarket to them with a mobile-first approach and encourage app downloads.

# The Solution

VANITY TABLE was already familiar with Recart and have been sending successful Messenger campaigns since 2020. However, with the **new Google and iOS regulations**, it was time to focus on SMS Marketing.

As a long-term client, VANITY TABLE has already had an established relationship with their dedicated Customer Success Manager that enabled the SMS feature right away.

- Responsive website popups for a mobile-first audience SMS subscription
- One-off SMS campaigns designed for and targeted at inactive app customers
- Automation flows that incentivize users to download and use the VANITY TABLE mobile app
- A personalized, conversational messaging style that fits the VANITY TABLE brand

The solution was split into 3 campaign types, solving SMS subscriber needs, encouraging app downloads, and reaching inactive app users with relevant and well-timed communications.

Take a look at the campaigns to see how VANITY TABLE achieved such great results.

## SMS Welcome Popup

On average, during promotional periods, Recart popups convert **14% of all mobile visitors** into SMS subscribers, meaning that 1 out of every 7 visitors opt-in.

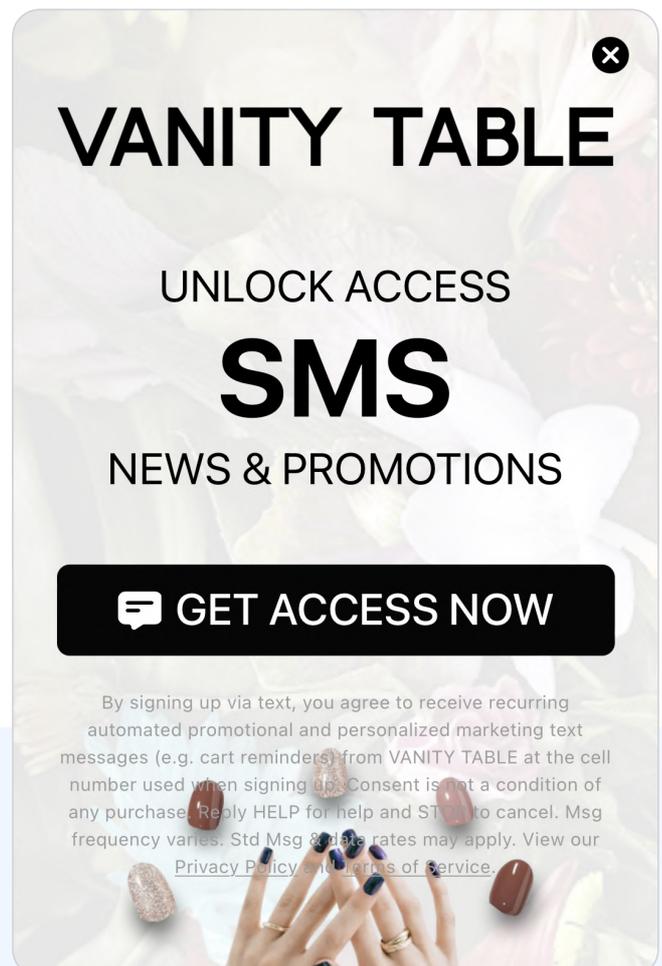
Catching such a high number of store visitors helps VANITY TABLE build a better relationship with them with SMS remarketing.

We set up a fully responsive, mobile-optimized popup that reflects the VANITY TABLE brand colors and style.

The popup messaging is simple and to the point, with a promise of promotions after subscription.

“ We are sure that Recart SMS strengthens our marketing campaigns to be more effective and integrated. Plus, the Recart team is super supportive and always open to new ideas. We are happy to work with Recart. ”

**VANITY TABLE**

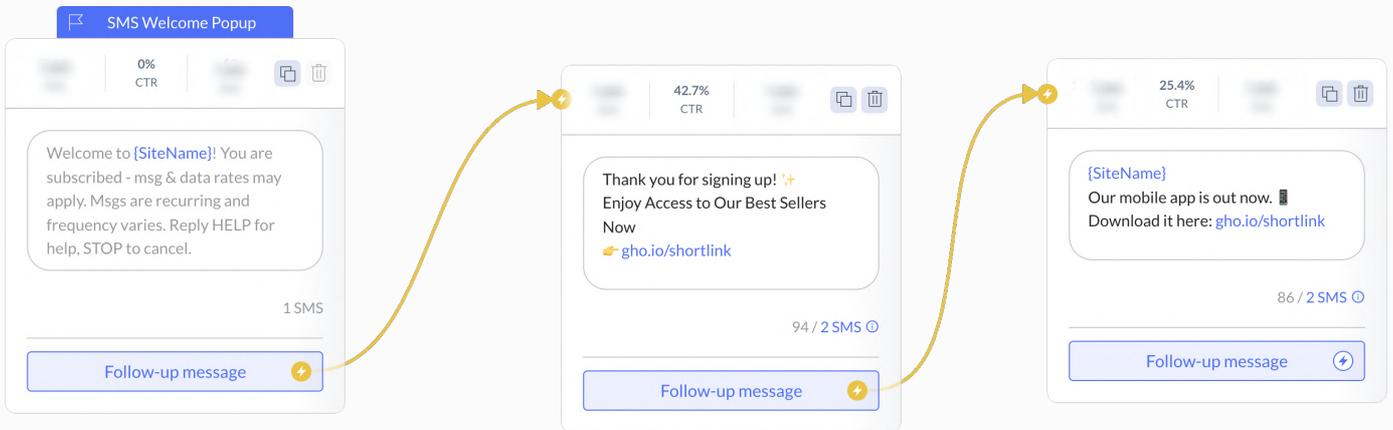
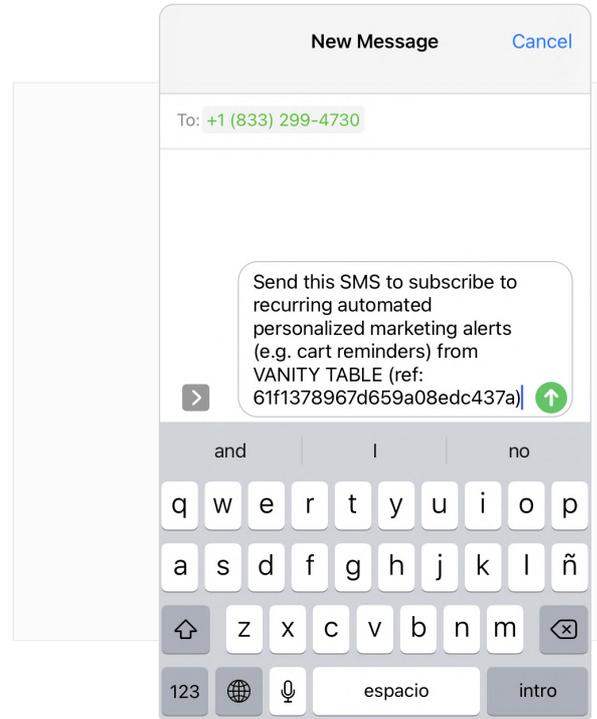


# The Automated Welcome Flow

After hitting the “Get Access Now” button on the popup, the customer is taken to their Messages app where they find a pre-written message to send in order to subscribe in a compliant manner.

Once a customer has opted-in, they receive a series of automated welcome messages.

The primary objective of this flow was is to get people to download and use their app - this was achieved with a whopping **42.7% conversion rate!**



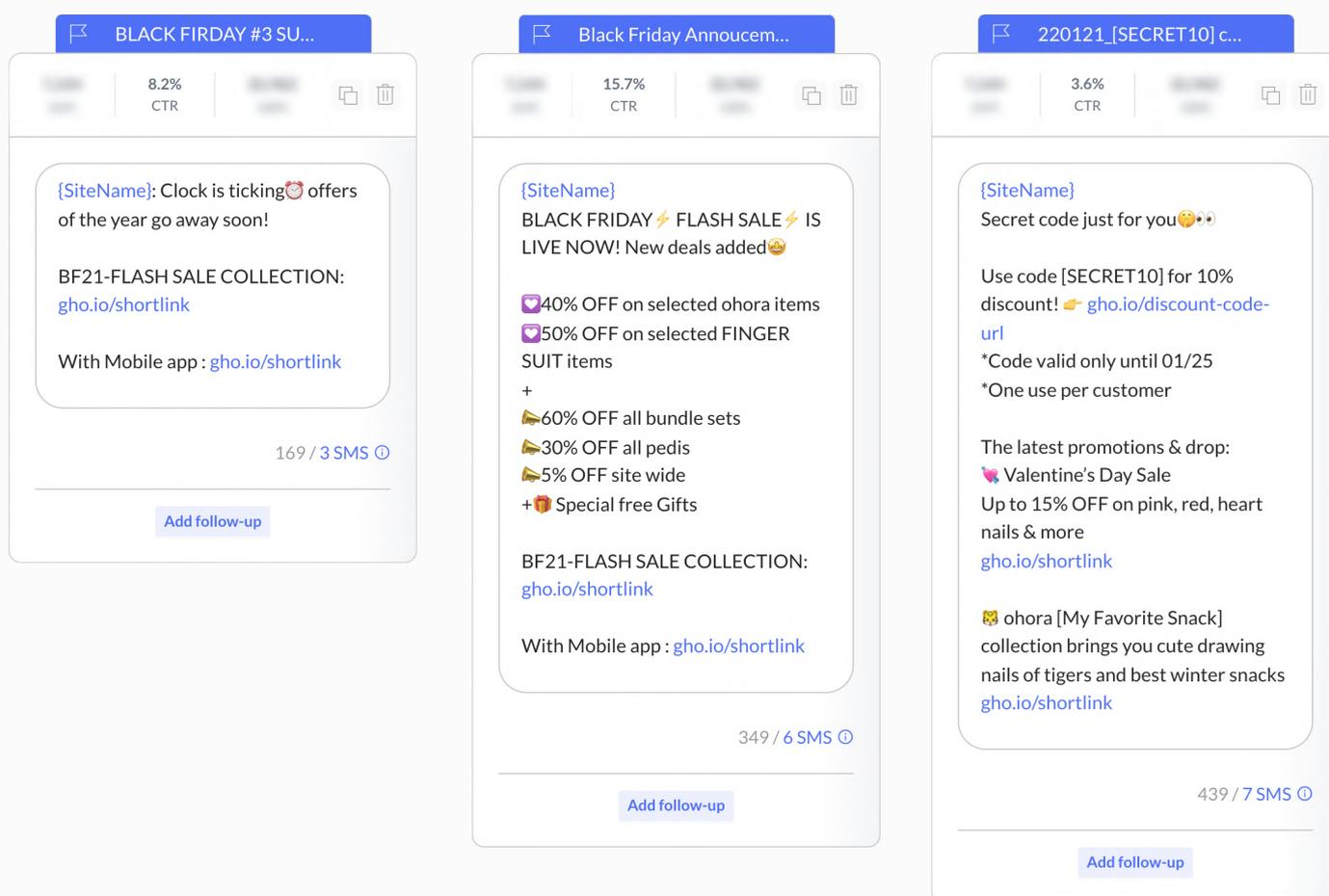
**42.7% conversion rate**



# One-Off SMS Campaigns

VANITY TABLE started using Recart's SMS Marketing solution in November 2021, just in time for BFCM. Take a closer look at their three best-performing campaigns.

- For the 2021 BFCM season, VANITY TABLE chose relatively short, text-only SMS promotions.
- The messages reflect a **conversational** style with a few emojis to brighten things up visually
- These one-off promotional text messages offered discounts to shoppers and promote **the mobile app**.



“ Recart is a true partner for success. We can feel that they really try to understand our business, our needs, and our customers. ”

**VANITY TABLE**

# The Results

- Over \$166k generated in sales
- Nearly 18,000 new SMS subscribers gained
- 42.7% welcome message conversion rate
- Multiple campaigns above 15X ROI and 10% CTR

Over the examined 2-month period, VANITY TABLE achieved great growth with Recart's SMS Marketing solution.

In total, VANITY TABLE generated over **\$166k USD** with SMS marketing flows and campaigns alone!

The welcome popup form, although not showing a strong incentive (e.g. the promise of a coupon code), converted nearly **18,000 new SMS subscribers**, with a 14% conversion rate. Combined with checkout subscribers, **the subscriber count reached 20,000**.

The welcome message that triggered immediately after opt-in generated over **\$9,600 USD** with an outstanding **42.7%** conversion rate.

VANITY TABLE's best campaign sent on November 26, 2021, achieved a **31X ROI** and a **15.7% CTR**.

The second campaign sent on November 28, 2021, resulted in **22X ROI with 8.2% CTR**.

Considering that this campaign was sent only 2 days after the previous one, during a busy promotional period, and **only served as a reminder without additional discount codes**, the number is outstanding.

VANITY TABLE's third best-performing campaign was sent out on January 22, 2022.

Although after the BFCM busy period, the brand was still able to reach **18X ROI**.

With the support and guidance from Recart, VANITY TABLE has been able to achieve great results with its **simple, concise, and to-the-point SMS marketing**.

Convinced by the numbers? Give SMS Marketing a go!

**Schedule your free demo here to see why Recart is the right solution for you.**