

How does America's  
Biggest Retail Chain send

200,000

**ALERTS/MONTH,** each within

<1 SECOND

**SEND TIME,** across

2 BRAND

**IDENTITIES** ?

The Retail Chain Deploys

# Instant Email & SMS Alerts

## O2O Instant Survey Invites

Online CSAT surveys sent <1 second after offline order placement see higher response rates and improved CX.

## Personalized Coupons

Personalized reward coupon alerts provide instant gratification and drive higher repeat purchases.

## Preference Change Alerts

Transactional alerts acknowledging changes in email/SMS preferences keep customers informed and ensure compliance.








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## THE RETAIL CHAIN LEVERAGES

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to achieve:

-  <1 Second Send Time
-  200,000 Critical Alerts/Month
-  ~40% CTR
-  20+ Alert Types on Email / SMS
-  Custom Templates for 2 Brands



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Unified Transactional Messaging Infrastructure

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