Talkable works with a leading American apparel, gift, and accessories brand with over 1,000 physical stores across the country.

29%

of new customers redeemed their initial offer in physical stores.

80%

of new customers made a purchase in-store within 6 months of receiving their offer.

57%

of new customers purchased both online and in-store within 6 months of receiving their offer.

⭐ The goal

The retail company wanted to acquire customers who shop both in-store and online. They had an aggressive plan to expand the number of brick and mortar locations. The apparel company needed an online marketing partner that would provide omnichannel customer behavior data, and drive customers to both physical stores, and to their website.
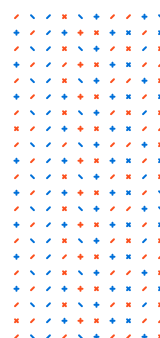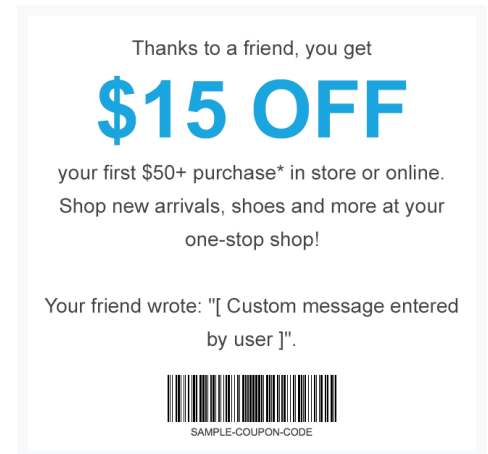
▶ Solution

Talkable captures and analyzes both online and in-store purchase data, in order to provide an omnichannel experience and give referral program participants the ability to redeem coupons anywhere.

Along with an online coupon code, Talkable sent emails to customers with a bar code coupon that can be easily redeemed in-store.

To drive in-store purchases in a newly launched store, Talkable created a geo-targeted campaign with unique referral offers for consumers with IP addresses near the participating location.

Thanks to a friend, you get
$15 OFF
your first $50+ purchase* in store or online. Shop new arrivals, shoes and more at your one-stop shop!

Your friend wrote: "[Custom message entered by user]".

SAMPLE-COUPON-CODE

Barcode coupon

📊 Results

The online referral marketing program aided the retail company in successfully driving in-store purchases, and achieving its goal of acquiring omnichannel customers.

- 29% of new customers redeemed their initial offer in physical stores.

- 80% of new customers made a purchase in-store within 6 months of receiving their offer.

- 57% of new customers purchased both online and in-store within 6 months of receiving their offer.

> "
>
> *Attracting omnichannel customers is our priority because they are more valuable. Talkable has made it easy to reach new customers online, and then encourage them to shop both on our website and in our stores.*