winback | THE SLAY BRAND

The Slay Brand Achieves a 100% Increase in Sales Using Winback

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>
> When it comes to SMS campaigns, you'll definitely get the results you're looking for with Winback."
>
> Markesha Tillman, Owner, The Slay Brand

Background

The Slay Brand is a multifaceted e-commerce fashion brand that focuses on uplifting and connecting women entrepreneurs and fashionistas worldwide through fashion.
Owner Markesha Tillman decided to install Winback on her Shopify store due to the number of positive reviews and affordable pricing. Since installation, the plugin has performed exceptionally well.
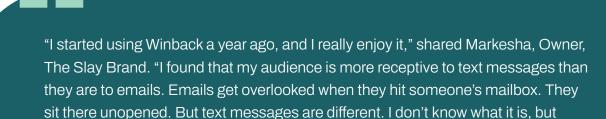
Highlights

- Fast and easy installation
- Achieved a better response rate than email
- Realized a 100% increase in sales year over year

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The Slay Brand Leverages Winback With Excellent Results

Seeking to improve conversions on her Shopify website, The Slay Brand needed an effective, low-cost way to turn visitors into customers.

"I started using Winback a year ago, and I really enjoy it," shared Markesha, Owner, The Slay Brand. "I found that my audience is more receptive to text messages than they are to emails. Emails get overlooked when they hit someone's mailbox. They sit there unopened. But text messages are different. I don't know what it is, but people are more engaged when it comes to text messages."

How It Began

Markesha was dissatisfied with email marketing. Even though she had more than 10,000 email subscribers, email campaigns were not producing the expected sales.

Seeking to improve sales on her already successful Shopify website, Markesha searched for an SMS plugin that would send texts to visitors to her site. That's when she discovered Winback.

"After installing Winback, I admit that I looked at other SMS plugins and their price structures," said Markesha. "But I'm sort of an old soul at heart. I believe that if it's not broken, don't fix it. So I chose the stay with Winback. And I'm not looking to change that."
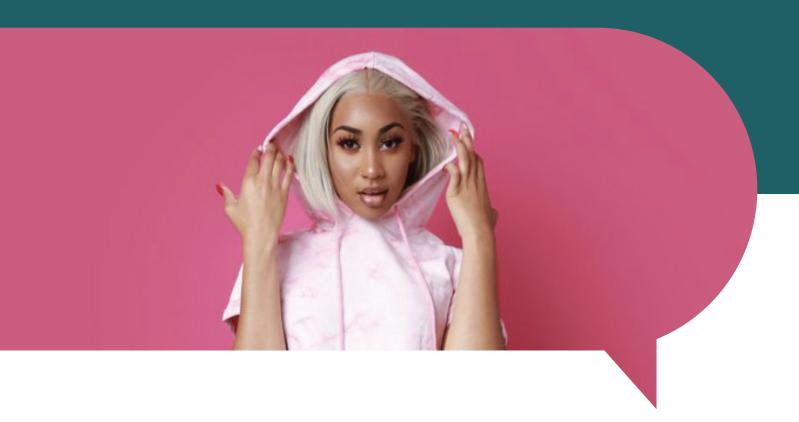
How It Works

According to Markesha, Winback is "super easy to use." She simply downloaded Winback from the Shopify App Store, and it integrated into her website automatically. "I just entered my email address and created a password, and I was up and running," said Markesha. "Now I can create campaigns where I text things like promo codes to visitors, and that generates sales I wouldn't have otherwise gotten."

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Results

Winback has produced fantastic results for The Slay Brand.

"Having set up Winback all by myself, I'm amazed at the results," said Markesha. "Just by looking at the Winback dashboard, I can see that about 60% of my orders have come in due to my use of the plugin. The dashboard is easy to read and shows me whether a visitor has responded to an SMS campaign that I sent out or that they responded to an abandoned cart text."

Endorsement

Markesha couldn't be happier with the results. Winback has boosted her revenue beyond expectations. She's on track to double her revenue from the previous year.

"I definitely recommend Winback to any e-commerce brand," said Markesha. "When it comes down to it, Winback is a powerful marketing tool that actually generates more revenue for your business. You will absolutely get the results you are looking for. And, it's very affordable."

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