

How For Days saves potentially lost revenue with personalized messaging & customer support

- ❓ For Days, a trailblazer in sustainable fashion, understood the **evolving communication preferences of a mobile-first customer base**. They decided to leverage the **direct, personalized nature of SMS by working with Attentive**. Leading up to the holiday season, their goal was to increase BFCM revenue through an updated strategy and improved customer service.
- 🔄 For Days and their agency partner, Scalero, **created a BFCM-specific SMS strategy**, updating journeys, creating new campaigns, and sending unique offers to subscribers. Targeted, triggered messages based on the actions subscribers took would help the brand **recover potentially lost revenue**. They also harnessed the power of **Attentive Concierge™** so customers could receive timely, personalized responses to their questions.
- 📊 With journeys like cart abandonment and price drop, For Days saw an **81% increase in their Q4 journeys revenue YoY**. On-going campaign optimization also helped the brand achieve a **34x ROI over the peak holiday season**. They saw a 63% increase in conversions and a **105% increase in Attentive Concierge™ attributable revenue YoY**, showing the power of timely and direct engagement to convert customer support into revenue.

"Our SMS strategy allows us to communicate easily and directly with our audience, answering a wide range of questions about everything from order status to how our Take Back Bags work. Our commitment to this channel isn't just about staying ahead; it's about setting a new standard for real conversations with our audience."

Suzanne Hader, Chief Marketing Officer, For Days



For Days: Hey Lynn, this is Jordan. Thanks for checking us out! <https://fordays.attn.tv/sl/QeNzv-uA>

Any questions I can answer for you?

Yes, thanks! I just got my new Take Back Bag. I'm not sure if I have to wait until I'm ready to send it back to scan it. I'd like to get my \$20, but it's not full yet.

For Days: No need to wait, Lynn! You can scan your Take Back Bag now to register it and receive your \$20 in Closet Cash. You can then fill it up at your convenience and send it back when it's full. Let me know if you have any other questions!

FOR DAYS

81%

Increase in journeys revenue

34x

SMS program ROI in Q4 2023

105%

Increase in Attentive Concierge™ attributable revenue