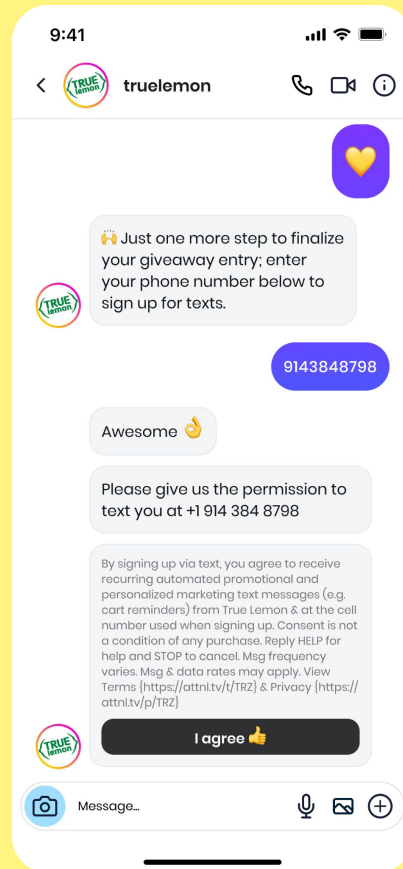


👉 to 💰: True Citrus's Winning Strategy for Converting Instagram Fans to High-Value SMS Subscribers

- True Citrus was started in 2003 with their flagship product True Lemon, which was created to provide shelf-stable, fresh squeezed lemon taste in convenient on-the-go sachets. True Citrus wanted to tap into their engaged Instagram community of over 60K fans to **convert as many followers as possible into SMS subscribers**.
- Through Attentive's integration with HiTide, True Citrus gained access to a **seamless, automated system** for converting Instagram followers into SMS subscribers via direct messages. HiTide's DM automation allowed True Citrus to instantly **engage followers with a conversational opt-in flow, enabling them to track subscriber growth and manage post-campaign insights** effortlessly. The campaign centered on a giveaway post where followers could comment with a "👉" emoji to enter. Each participant then received the entry DM with an Attentive **"two-tap" sign-up link**, simplifying the process and creating a smooth, engaging experience for their followers.
- Of the campaign participants who triggered True Citrus's automated DM, approximately **58% opted into the Attentive list**, with nearly half of these SMS opt-ins being net new subscribers. This resulted in a **24% increase in True Citrus's expected monthly list growth**. And, campaign subscribers who made purchases had an average order value (AOV) **128% higher** than the overall average.

"The super easy and efficient DM automation really amped up our recent giveaway, helping us welcome an amazing 1,300 new subscribers in just four days. Not to mention we immediately raked in \$2.2K during those four days. We're especially thrilled about how it makes the subscription process so smooth and fun for our customers."

Danny Marken, Brand Manager, True Citrus



128%

AOV

58%

SMS opt-ins

24%

List growth