



HOMEGOODS

SPRINGBOT CASE STUDY RE-PLAY



"We enjoy the collaborative relationship we have with Springbot - their team works hand in hand with ours to create email marketing that speaks directly to our base!"

-Amy Shumway, Founder and CEO

> THE OPPORTUNITY

Noting a shift in consumer behavior, the Re-Play team was looking to move their brand to the direct-to-shopper retail market. With 10s of thousands of email subscribers on their newsletter list and MailChimp not living up to expectations, Re-Play wanted to formulate a strategy to connect with those subscribers, continue to grow their list, and drive more revenue from their online store.

> THE SOLUTION

Leveraging the Springbot platform and working with their account manager, Re-Play set their plan in motion by actively engaging their subscribers with email campaigns and automations; cleaning addresses off their subscriber list that were bad or inactive; and also added Prospecting Ads to their strategy to continue driving new shoppers to their site. Eventually, Re-Play would add a new channel to stay connected with shoppers: text messaging (SMS).

> THE RESULTS

Users of the Springbot platform since 2018, Re-Play has seen continuous growth and revenue success from their online marketing strategy. The team has made great use of email automations such as Cart Abandonment and Welcome Emails to engage and stay engaged with shoppers. They have paired their Prospecting Ads with Springbot's signup form feature, allowing them to capture email addresses of new site visitors. New to SMS marketing, Re-Play was quick to implement a personalized strategy that has driven their click-through-rate way, way above the industry average.



ABOUT THE BRAND

At Re-Play, mealtime means family time. With that in mind, founders Craig and Amy Shumway set out on a mission to provide the most durable, longest lasting, sustainable goods so customers and their families can come together at the dinner table to not just make a lasting bond with each other, but a lasting positive impact on the planet.

SUCCESS AT A GLANCE

12% order conversion rate for Cart Abandonment Automation

Over 5x ROI using Springbot's Online Ads

SMS CTR in last the 60 days is 200% above the industry average

Acquired over 2,500 new email subscribers with Springbot Signup Forms