



Plus One: How to Add SMS Seamlessly

SESSION SPEAKERS



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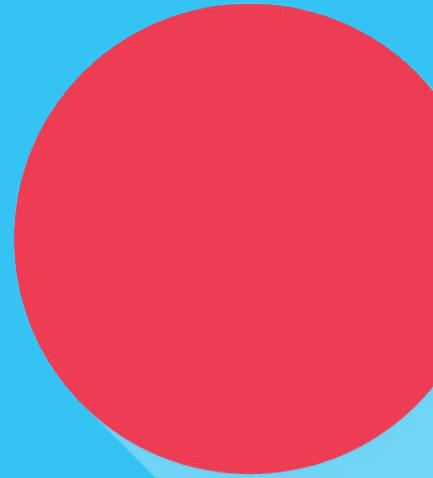
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Agenda

- 01** Introducing *IPSY*
- 02** Why: The Business Opportunity
- 03** How: Our Implementation Process
- 04** What: Case Study

Introducing IPSY



IPSY



IPSY is the beauty industry's most powerful platform, uniting brands, creators and hyper-engaged consumers with unprecedented access to each other through the world's largest beauty membership.



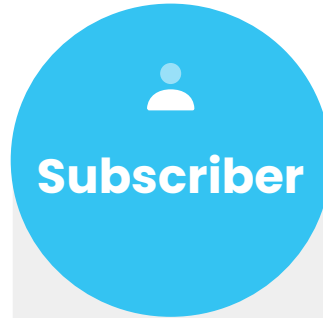
Who are our Audiences?

At IPSY, all our lifecycle communications are built around our 3 main audiences:



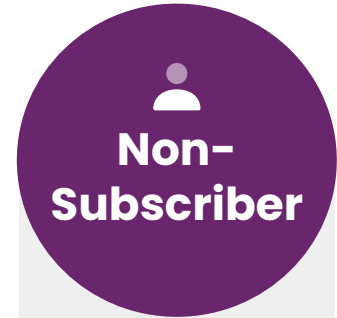
Prospect

A user who has created an account but has not become a paying customer.



Subscriber

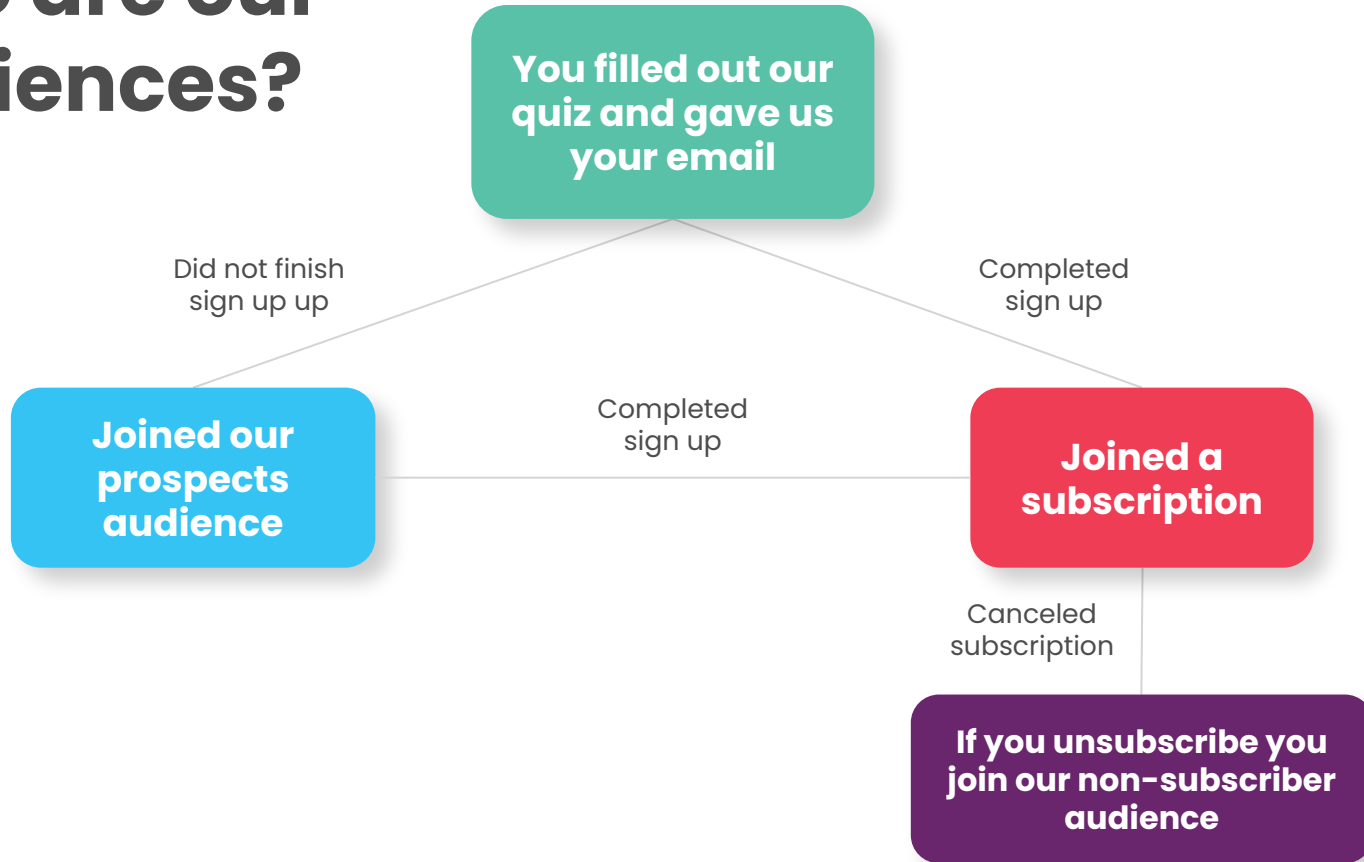
A user who has an active monthly membership to one of our subscriptions.



Non-Subscriber

A user who has churned from our membership but is still eligible to shop Commerce.

Who are our Audiences?





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- 2 How: Our Implementation Process

- 3 What: Case Study

Why SMS?

1

Changing industry standards

2

Evolving Member expectations

3

Increasing demand to hit growth goals

4

Diversifying channel strategy

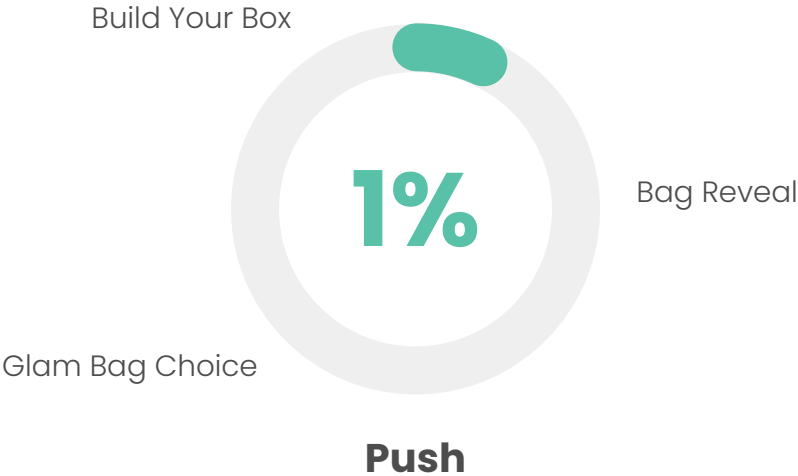
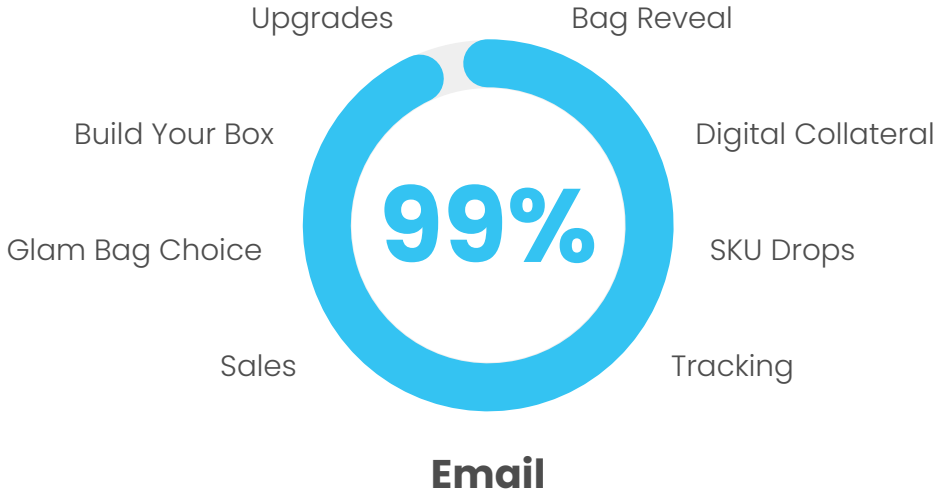
Where we started

Non-Subscriber Lifecycle Campaigns



Where we started

Active Subscriber Lifecycle Campaigns



WHAT ARE OUR GOALS

Elevating Joyful Experiences with SMS

These are the fundamentals that drive & advance IPSY's SMS and cross channel experiences with customers:



Relevant, personal data-first approach.



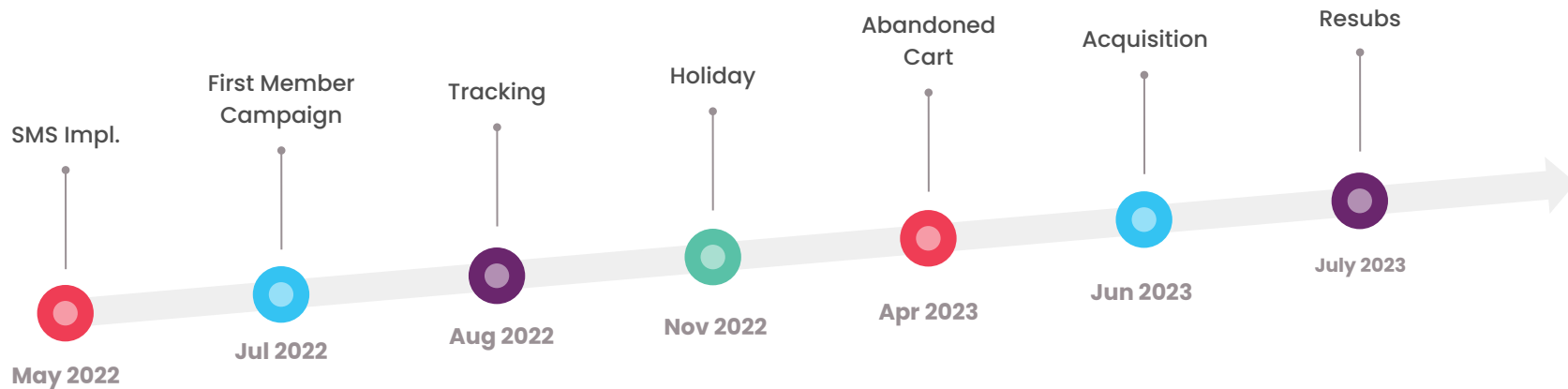
Orchestrate a cross channel experience.



Drive SMS program growth within audiences.

SMS Program Evolution

Snapshot of Year One Key Milestones





- 1 Why: The Business Opportunity

- 2 **How: Our Implementation Process**

- 3 What: Case Study

Telnyx & Iterable Configuration

Enables IPSY to send SMS and MMS campaigns.



SMS Short Code

- U.S. Number
- Initially setup Long Code, switched to Short.
- Better Brand recognition & vetted reputation.
- Faster SMS delivery



International Geomatch

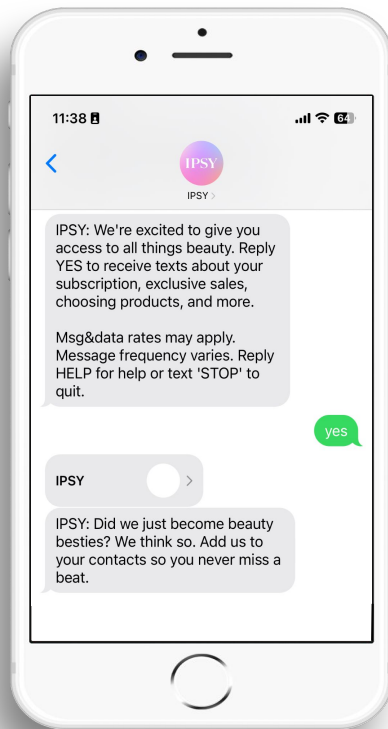
- Canada Long Code.
- U.S. & Canada pooled under the SMS Message Channel.
- Automatically routes contact to correct phone number based on geolocation.

Double Opt In

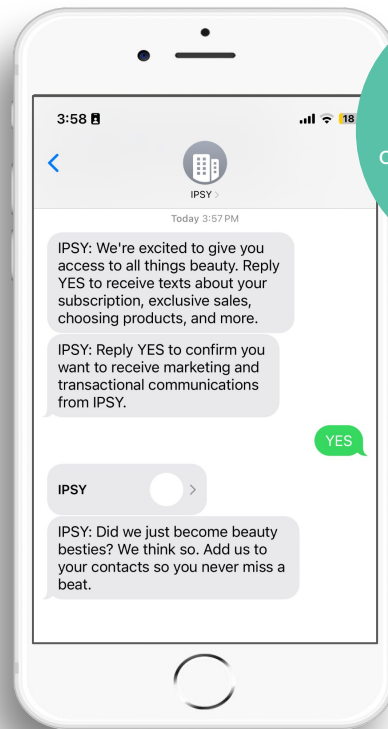
- Guarantees proof of compliance.
- Setup to send a reminder SMS 24 hrs after the initial send.
- Contact is opted out & phone number removed after 48 hrs with no YES confirmation.
- Contact Card attached to confirmation.



Initial Opt In SMS



Reminder Opt In SMS



20%
of opt ins are captured from the reminder SMS

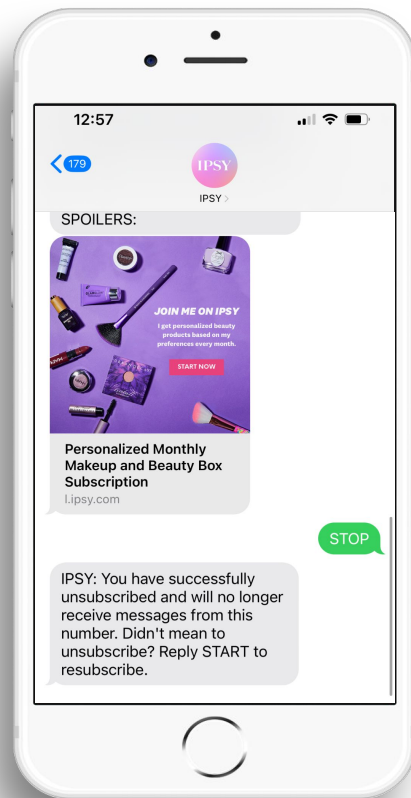
SMS Smart Opt In

- Automates the sign-up process & reduces friction.
- Gathers proof of compliance easily.
- Includes option to add a contact card.
- Easily integrates into an email message.



SMS Opt Out

- Required to be legally compliant.
- Telnx handles sending opt out confirmation text on our behalf.
- STOP keyword trigger turns off SMS message Channel & Types.

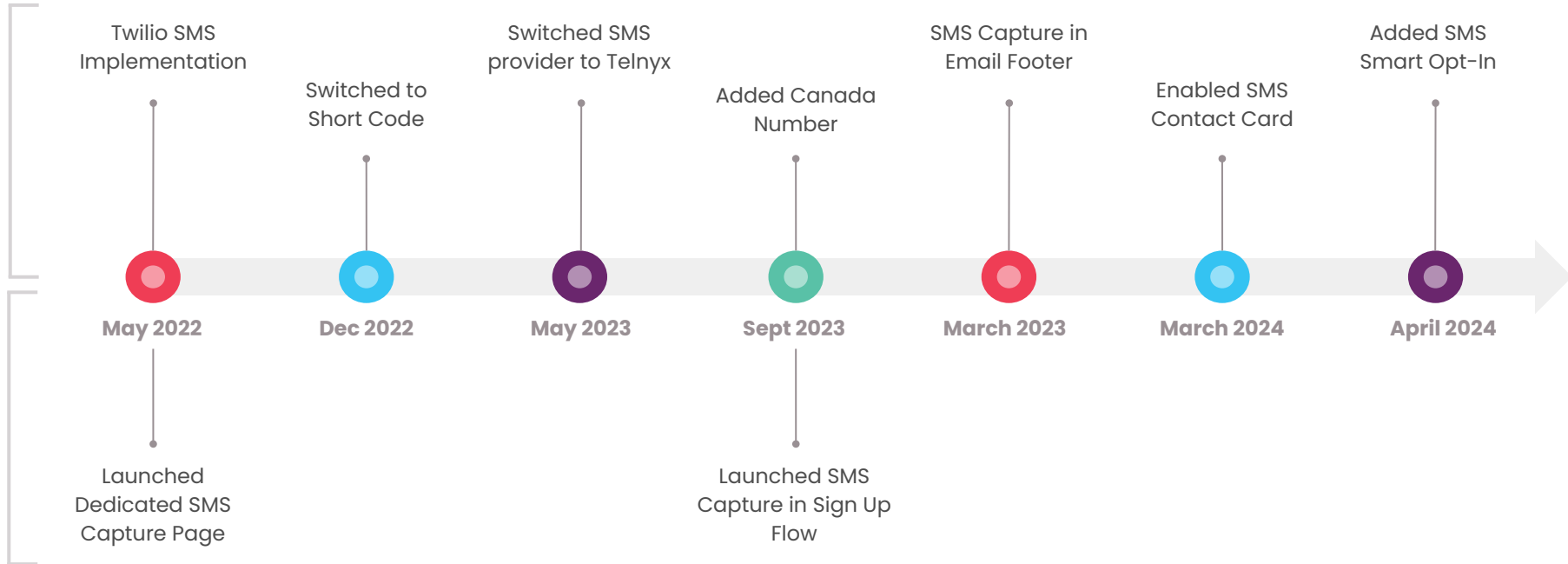


SMS Tech Implementation

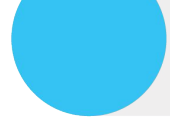
Snapshot of Our Major Milestones

Iterable

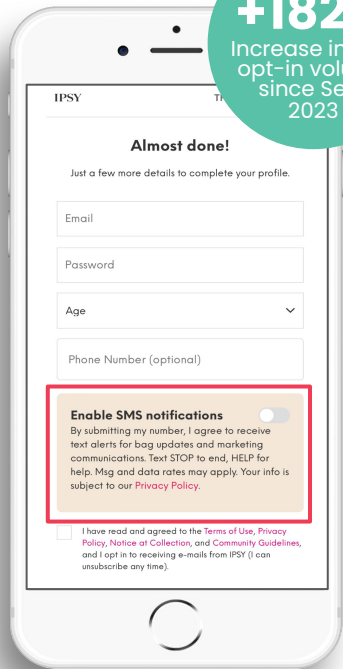
IPSY Site



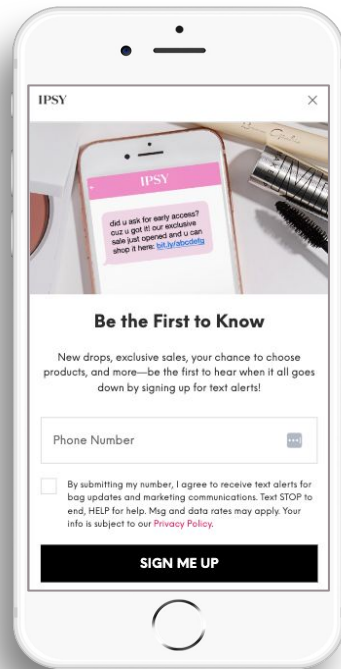
Evergreen SMS Capture



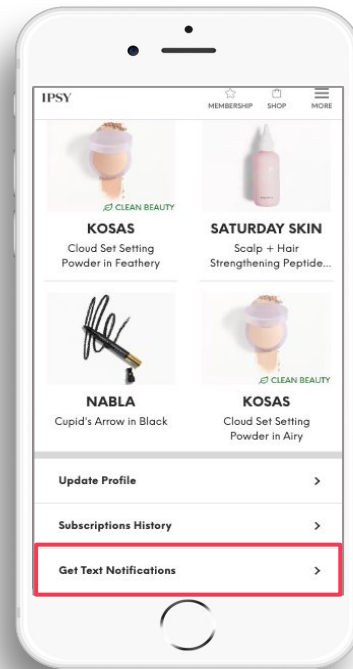
New User
Signup Flow



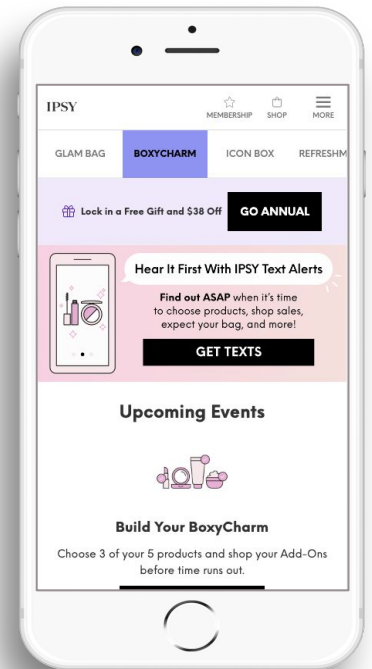
Dedicated SMS
Signup Page



Logged in
Homepage



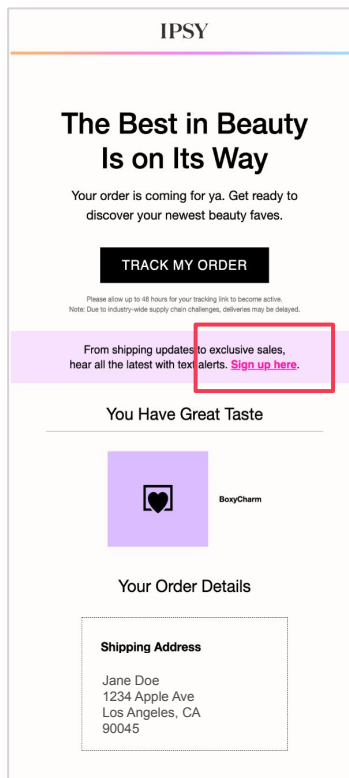
Homepage
Carousel Banner



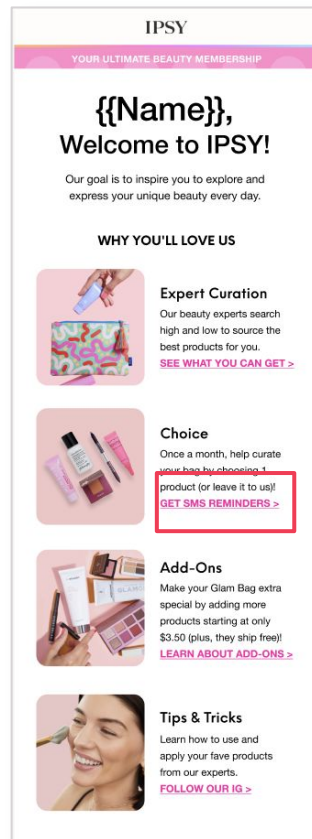
Evergreen Email SMS Capture

We have also seeded call to actions for SMS opt-in within various evergreen email touchpoints to drive sign ups.

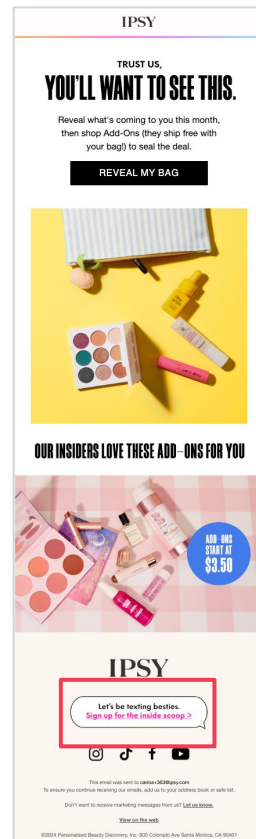
Tracking Email



Welcome Email



Email Footer





- 1 Why: The Business Opportunity

- 2 How: Our Implementation Process

- 3 **What: Case Study**



Biggest Member Moment

Build Your Box

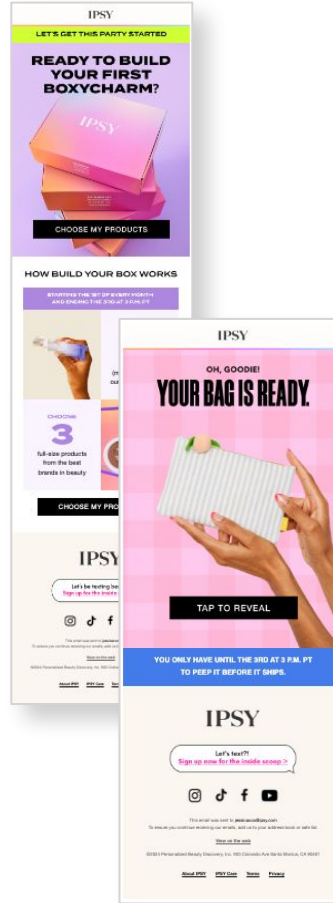
Chance to curate their Box

Our challenge: Multiple subscription types and members are at different stages of their lifecycle.

Our goal: Communicate in a way that resonates with their individual experience and excites them!

Three Day Event

- Multi-channel campaign strategy
- Segmentation and messaging based on tenure
- Creative that excites, educates and creates FOMO
- 15 email, SMS, and push campaigns, each with highly personalized



IPSY: Hey, you. Ready to build your first BoxyCharm ever?! It's simple—pick your 3 fave products and we'll do the rest. PICK NOW: <https://l.ipsy.com/KT-2NMwZ>

Msg&data rates may apply. Message frequency varies. Reply HELP for help or text 'STOP' to quit.

IPSY: Your April Glam Bag reveal is here! Peep your bag before it ships + shop Add-Ons. Ends at 3 p.m. PT tomorrow. <https://l.ipsy.com/KT-2NMwZ>

Msg&data rates may apply. Message frequency varies. Reply HELP for help or text 'STOP' to quit.

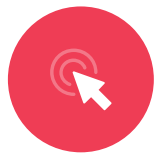
IPSY: Say hello to your new faves—your first-ever Glam Bag is here! Reveal it, then shop Add-Ons. TAKE ME: <https://l.ipsy.com/KT-2NMwZ>

Msg&data rates may apply. Message frequency varies. Reply HELP for help or text 'STOP' to quit.





Results



300% increase in engagement

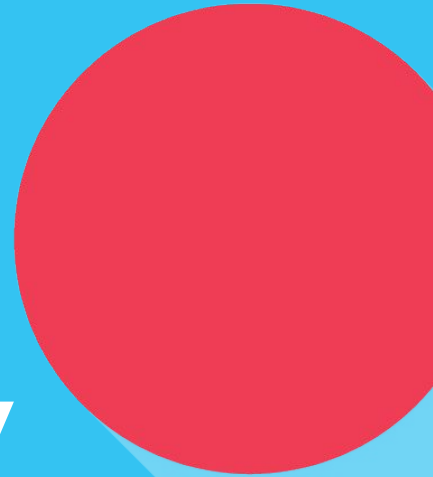


700,000 on-site interactions



Improved LTV

Where We Are Today



Where we are today

Today, SMS is integrated throughout the member lifecycle. Leveraging touchpoints to achieve business goals and provide contextually relevant points to increase opt-ins.



23%

Average IPSY SMS CTR

2-7%

SMS CTR Benchmark for Beauty Industry



Key Takeaways

1

Listen to the market, listen to your customers, meet them where they want to be met.

2

Implementation takes patience and time.

3

Continue to evolve pairing together the needs of the business and the customer.

What's Next...



Grow opt-ins with Smart Opt-In



Channel Optimization (Iterable's AI suite)



SMS Campaign optimization



Questions?



ITERABLE

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