

attentive®

How 8 Brands Are Driving Growth with Attentive AI

philosophy
dermatologic wisdom™



T H R E A D

littlesleepies

Neiman Marcus

Fresh Clean Threads

REPRESENT



LOW STOCK! Buy while supplies last.



NEW IN STOCK. Check it out now.



NEW PRODUCT! Buy NOW!



SALE! Order yours now!



You abandoned your cart.



Mark is a discount shopper who can't pass on a great deal



Julie is highly engaged and loves early access



Attentive AI generating response...

Bonni Beauty: Hey Julie, our new Luma Glow Powder will go great with the RadiantBoost Moisture Serum you bought. It's almost out of stock! Get it before it's gone:



Luma Glow Powder



Attentive AI generating response...

Wonder Supply Co: Mark, don't forget the chore jacket you left in your cart! Use code MARK20 for 20% off. Time to grab your deal & look sharp!



Flex Form Jacket
wondersupplyco.attn.tv



For today's consumer, personalization is no longer a "nice-to-have" — it's an expectation. In fact, 68% of consumers are more likely to purchase from a brand that offers personalized experiences. Attentive empowers marketers to meet this demand by offering a suite of intelligent, AI-driven solutions that optimize email and SMS marketing strategies, delivering the relevance and impact customers crave.

Enter [Attentive AI](#).

Powered by 3 quadrillion data points across 70+ verticals and advanced machine learning models, Attentive AI eliminates the guesswork, helping brands craft personalized, timely messages that resonate with each customer. From optimizing send times and tailoring recommendations to dynamically adjusting content, Attentive AI empowers marketers to elevate their programs and drive proven results—boosting ROI, revenue, and customer loyalty like never before.

Keep reading to learn how 8 leading brands are using Attentive AI to increase the performance of their SMS and email programs.

CASE STUDIES

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Neiman Marcus Earns 81% More Revenue Per Customer With AI Journeys

Neiman Marcus is a legendary luxury retailer renowned for its collection of designer fashion, accessories, and home decor, curated to elevate their shoppers' style and living spaces.

CHALLENGE

Neiman Marcus was exploring ways to bring the highly personalized experiences they provide customers in-store to their digital channels. Hoping to improve customer engagement and increase revenue with their Attentive SMS program, they saw an opportunity to update their one-size-fits-all journeys to more tailored experiences.

SOLUTION

Leveraging Attentive's AI Journeys, Neiman Marcus enhanced the personalization and effectiveness of their cart-abandon journey. Attentive AI uses real-time data and subscriber insights to send 1:1 messages with personalized content, frequency, and timing unique to each customer.

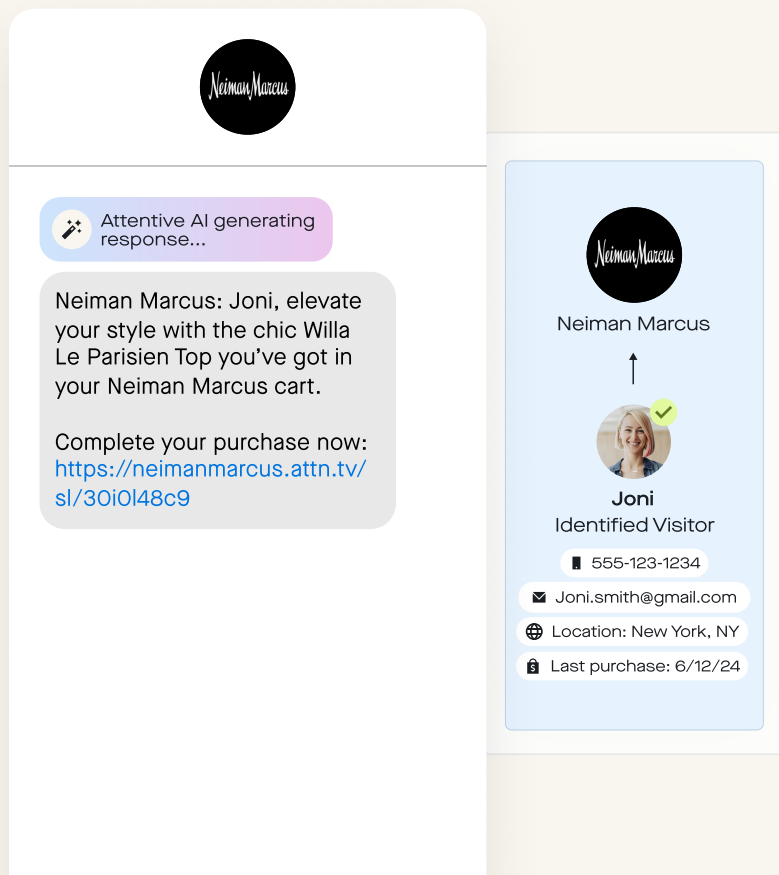
RESULTS

The personalized messages effectively re-engaged customers and generated impressive results for the high-end retailer. With AI Journeys, Neiman Marcus achieved a 22% increase in click-through rate, 18% more orders, and an impressive 81% boost in revenue per customer over traditional journeys.

“AI Journeys is a marketer's dream. The tool is intelligent, understands our brand, and sends uniquely personalized messages effortlessly. Finally, an AI-powered platform that requires minimal effort and provides genuine personalization plus incremental revenue!”

Neiman Marcus

Katie Tefft
Senior Director, CRM Marketing



22%
Higher CTR

18%
More orders

81%
Increase in revenue per customer

philosophy
dermatologic wisdom™



Philosophy Lifts Campaign Revenue by 90% with AI Pro

Philosophy is a luxury skincare brand focused on providing high-quality products with a clean beauty approach that provides lasting results.

CHALLENGE

Philosophy wanted to improve their targeting strategy, to increase engagement and drive more conversions. They needed a solution that would help them connect with the right customers at the right time while keeping their campaigns efficient.

SOLUTION

Philosophy adopted Attentive's AI Pro bundle, incorporating Identity AI, Send Time AI, and Audiences AI. Identity AI enhanced on-site customer recognition, allowing them to send more triggered messages to bring shoppers back. Meanwhile, Send Time AI and Audiences AI helped campaigns perform at a higher level by helping determine when and to whom messages should be sent.

RESULTS

With Audiences AI, Philosophy achieved a 90% increase in revenue, showcasing how refined targeting leads to more effective campaigns. Identity AI drove a 22% weekly revenue increase by re-engaging customers who had shown interest but hadn't completed a purchase. Send Time AI improved click-through rates by 17% over traditionally-scheduled messages.

"Audiences AI helped us zero in on the right customers, Identity AI made sure we connected with them at just the right moment, and Send Time AI fine-tuned our timing for maximum impact. We've seen a clear lift in both engagement and revenue, and it's been exciting to watch these tools in action."

philosophy

dermatologic wisdom

Kyla Williams
E-Commerce Director

philosophy

Philosophy: Skincare goes beyond the face. NEW ultimate miracle worker resurfacing body serum is clinically proven to tighten & lift skin in just one bottle!
<https://philosophy.attn.tv/aVYnDDLsbBuy>

Send time: Variation A

📅 Wed, Mar 27, 2024
🕒 9:00 AM

⚡ Send Time AI

📅 Wed, Mar 27, 2024
🕒 AI optimized

90%

increase in revenue with Audiences AI

22%

revenue increase for their browse-abandonment journey with Identity AI

17%

improvement in CTR with Send Time AI



T H R E A D

Thread Sends 18% More Triggered Emails with Identity AI

With accessories to fit every lifestyle and personality, Thread makes wallets and bags meant to be brought everywhere.

CHALLENGE

After consolidating their SMS and email programs on Attentive, Thread was open to exploring ways to enhance the effectiveness of their triggered emails. One opportunity was to increase the identification of onsite visitors with Attentive's AI-driven identity solution.

SOLUTION

Thread began using Attentive's Identity AI for Email. This solution enabled the reliable and compliant recognition of more subscribers across different devices, sessions, and beyond a traditional site cookie's lifespan. As a result, Thread could identify a larger portion of their site traffic, which they leveraged to create more valuable audience segments and send additional follow-up messages based on the visitors' behaviors.

RESULTS

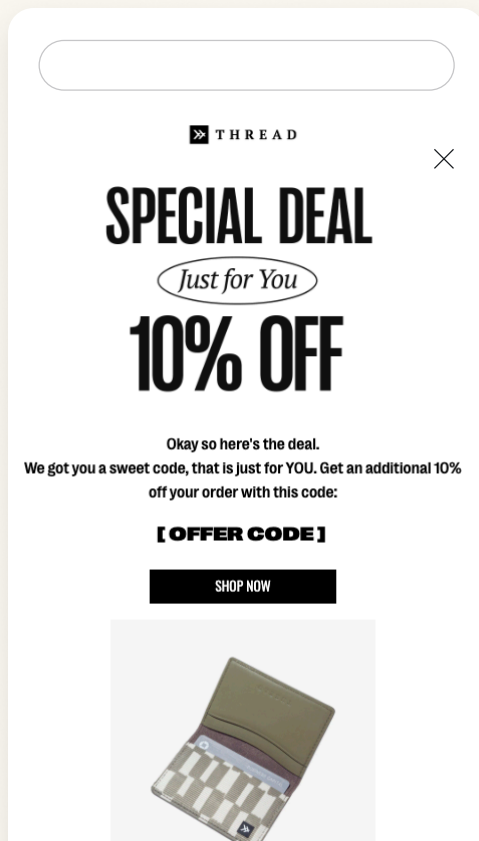
The increased volume of recognized visitors enabled Thread to send 18% more triggered emails, subsequently generating a 14% increase in incremental email revenue over the previous quarter.

“Identity AI is allowing us to capture more relevant first-party device and behavioral information from subscribers at multiple touchpoints. More subscriber data means we're sending more triggered emails that positively impact our email revenue.”



T H R E A D

Logan England
Head of E-Commerce



18%

more triggered
emails sent

14%

increase in incremental
revenue



REPRESENT

Represent Clothing Drives a 23% Revenue Lift with AI Pro

Represent Clothing is a premium lifestyle brand based in the UK offering high-quality, stylish apparel while prioritizing sustainability and ethical manufacturing.

CHALLENGE

Represent Clothing wanted to enhance their SMS personalization strategy to better connect with their audience and improve customer engagement. By ensuring time-sensitive messages reached inboxes quickly and tailoring their outreach, they hoped to create a more meaningful experiences for their subscribers.

SOLUTION

To achieve this, Represent Clothing used Attentive's AI Pro tools. Identity AI improved their ability to target high-value customers with enriched profiles, Audiences AI helped refine their subscriber lists for the most relevant audiences, and Send Time AI ensured messages were received at a time that was optimal for each subscriber.

RESULTS

AI Pro's data-driven approach to segmentation and timing created powerful results. Represent Clothing achieved a 10% conversion rate on campaigns and a 23% lift in revenue, with 34% of the increase attributed to Audiences AI and 12% to Identity AI.

"Attentive's AI Pro features helped us build a truly bespoke customer experience, streamlining our campaign creation process by automatically optimising message content, timing, and audience segments based on customer behaviour. The features are super easy to implement and use, giving our team time back to work on new strategies. The performance of our campaigns has also seen a huge lift, so it's a win-win all around."

REPRESENT

Niall Young O'Brien
CRM Manager



REPRESENT CLO: THE VAULT IS UNLOCKED

UP TO 70% OFF

ENTER NOW:
https://representclogb.attn.tv/as_qmavXUwA

34%

Uplift in revenue from Audiences AI

12%

More revenue from Identity AI

17%

Average conversion rate



Little Sleepies Identifies 47% More Subscribers with AI Pro

Little Sleepies makes soft, family-friendly pajamas that are known for their adorable prints and functional designs.

CHALLENGE

Looking to create higher-performing SMS journeys and campaigns, Little Sleepies wanted to better identify their most valuable subscribers and deliver more relevant messages.

SOLUTION

Little Sleepies chose AI Pro's suite of tools to help. Identity AI captures and uses relevant first-party data and behavioral information. As a result, they recognized more previously unknown site visitors as subscribers and could send more triggered messages. Meanwhile, Audiences AI improved the brand's list quality and message performance by expanding the list for product drops with high purchase-intent subscribers and excluding less engaged subscribers.

RESULTS

With AI Pro, Little Sleepies was able to identify 47% more site visitors, helping them send more triggered messages. They could also segment their audience more effectively, leading to an impressive 30% boost in overall incremental revenue.

“By using AI, we’re taking the guesswork out of how to optimize our sends by expanding the high-intent audiences and excluding those with lower likelihood of making a purchase.”



Christine Taylor
Sr. Retention Marketing Manager



Purple dreams await! 🧡💜 Your Little Sleepies Watercolor Shorty Zippy is a cozy cuddle wrapped in a deal! Don't let it slip away: <https://littlesleepies.attn.tv/sl/UonsT5>

47%

Lift in site visitors recognized

31%

More journeys revenue

27%

More campaign revenue



The Vitamin Shoppe Drives 43% More Campaign Revenue with Audiences AI

The Vitamin Shoppe offers a wide range of high-quality vitamins, supplements, and natural solutions to help consumers live their healthiest lives.

CHALLENGE

The Vitamin Shoppe needed to enhance their campaign performance by engaging their most valuable customers while minimizing irrelevant messaging to less-engaged audiences.

SOLUTION

Using Audiences AI, The Vitamin Shoppe harnessed real-time customer data to target high-value subscribers and exclude low-likelihood buyers. This strategy allowed them to send more relevant messages, boosting engagement and revenue while managing costs effectively.

RESULTS

The Vitamin Shoppe saw that the high-propensity segments targeted by AI drive 51% more revenue than traditionally segmented audiences. This led to a 123% increase in MoM performance for between August and September 2024 and an overall top line lift of 43%.

“With AI Pro, we've been able to trim the fat, focus on high-propensity buyers, and achieve significant cost savings, all while driving far more effective campaigns.”



Melissa Harford
CRM Specialist



The Vitamin Shoppe: Want bars?
We got 'em.

Shop in-store this weekend for
\$1 Vitamin Bar, JYM, and 1st
Phorm power-ups →
<https://vitaminshoppe.attn.tv/aas2JnN-1dEm>



Audiences AI



Wed, Oct 24, 2024



AI optimized

43%

Overall revenue increase

123%

MoM revenue lift
between August and
September 2024

51%

Revenue lift from high-
propensity segments
targeted by AI



Marleylilly Increases SMS Engagement by 23% with Send Time AI

Marleylilly specializes in monogrammed clothing, jewelry, and gifts with bright, fun patterns and a personalized touch.

CHALLENGE

As Marleylilly's subscriber base grew, determining the best time to send SMS messages became increasingly challenging. They needed a solution that would allow them to address the diverse subscriber preferences while improving messaging performance.

SOLUTION

To solve this problem, Marleylilly leveraged Send Time AI and performed A/B testing on various campaigns. This allowed them to evaluate the impact of targeting individual subscribers during their highest levels of engagement versus using a general schedule for all subscribers.

RESULTS

After reviewing results, Attentive's Send Time AI consistently proved to be more effective than general scheduling times. Their best-performing campaign achieved a remarkable 97% revenue lift, 23% increase in conversion rate, and a 120% increase in revenue per message.

"We see Send Time AI outperforming general send times in 9 out of 10 of our campaigns. It's a game-changer for our engagement and conversion rates."



Morgan Wagner
SMS Lead



Marleylilly: Snuggle up to savings with cozy deals from \$11.99 + take an EXTRA 20% OFF select styles with code: SWEET20
<https://marleylilly.attn.tv/l/GK2fo>

Send time: Variation A



Wed, Feb 21, 2024



11:45 AM

Send time: Variation B



Send Time AI



Wed, Feb 21, 2024



AI optimized

23%

Lift in CVR

97%

More revenue

120%

Increase in revenue per message



Fresh Clean Threads

Fresh Clean Threads Achieves 6.5x Greater ROI on Journeys with AI Journeys

Fresh Clean Threads is all about keeping style effortlessly crisp and cool, with a collection of classic, high-quality tees and basics that never go out of fashion.

CHALLENGE

Fresh Clean Threads wanted to find innovative ways to improve conversions in its SMS program. Focusing on journeys, they looked for ways to drive shoppers back to their site with timely, relevant text messages.

SOLUTION

Working with Attentive, they applied AI Journeys to welcome and abandon-cart flows. AI Journeys used site behavior and user touchpoints to create welcome messages and follow-ups suited to customer interests. Meanwhile, the abandon-cart series automatically personalized the content, frequency, and timing of the triggered messages to bring back shoppers.

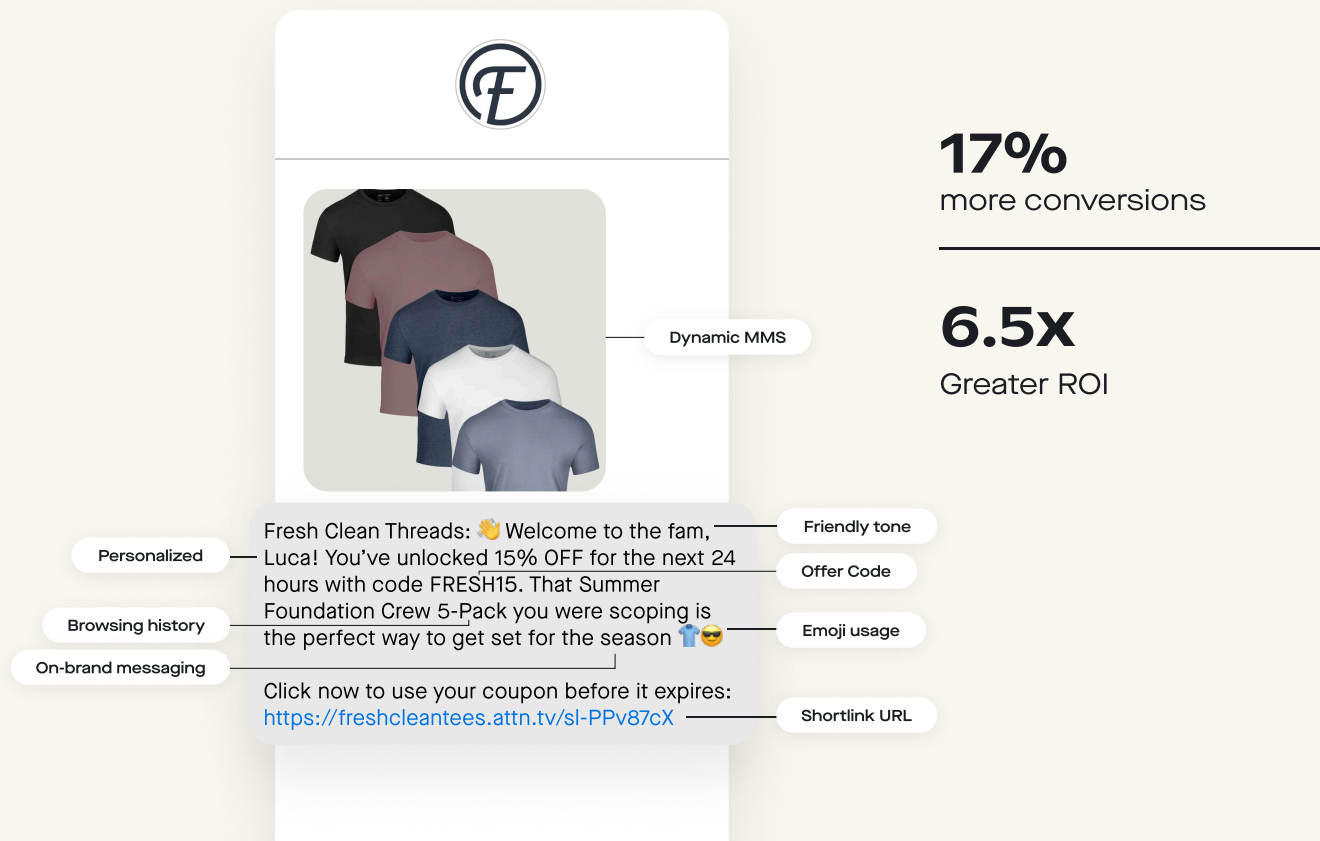
RESULTS

With welcome and abandon-cart AI-powered journeys, Fresh Clean Threads achieved 17% more conversions and 6.5x greater ROI than traditional journeys.

“I love AI Journeys because it’s the only digital, scalable way to provide the elite personalized experience that people would expect in a high-end retail store.”

Fresh Clean Threads

Brendan Roeschel
VP Retention + CX



17%
more conversions

6.5x
Greater ROI

Ready to maximize messaging revenue and boost ROI?

Request a demo and learn how to get started with Attentive

Get a Demo

