



Sniper Gang Apparel

Leveraged a completely Out of the Box, Patent Pending Double Tap SMS Technology and Increases Revenue by 124%

Wigzo introduces its Patent Pending Double Tap SMS tech for Ecommerce , and Leverages Instagram to drive SMS subscribers, without the customers having to type a Single character.

SUMMARY

Snipergang is Apparel Shopify Store associated with Kodak Black, and Sells official Licensed Merchandise. With 30k Traffic Monthly, they are a home to Niche Audience buying the Official Merchandises of Kodak Black.



RESULTS

3000+

New SMS Subscribers
from double tap opt-in

\$12,000

Worth sales
Via 232 New Sales orders in 20
days.

6%

SMS optin rate

19.2%

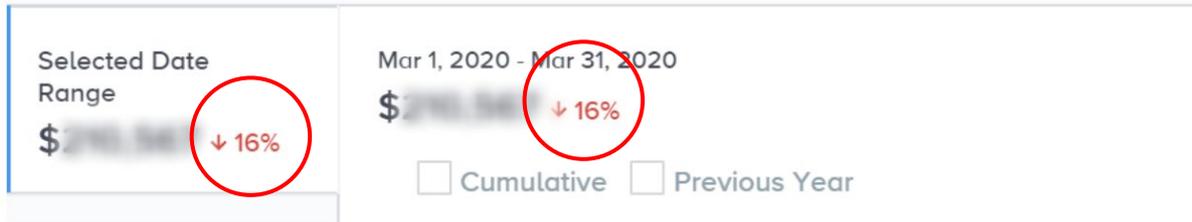
Code attachment rate

CHALLENGES

Snipergang wanted an out of the box solution to uplift its conversion rate. The number of visitors went down and the revenue dipped by 16% because of COVID-19 Crisis, and new customer sign-ups were less than 1%.

Due to the COVID crisis, and fall in traffic by 36% in the month of march, and revenues dropping by 16%. SG apparel wanted something unique. A new channel that can get more sales, with least amount of effort. Seamlessly convert anonymous visitors into Active Subscribers.

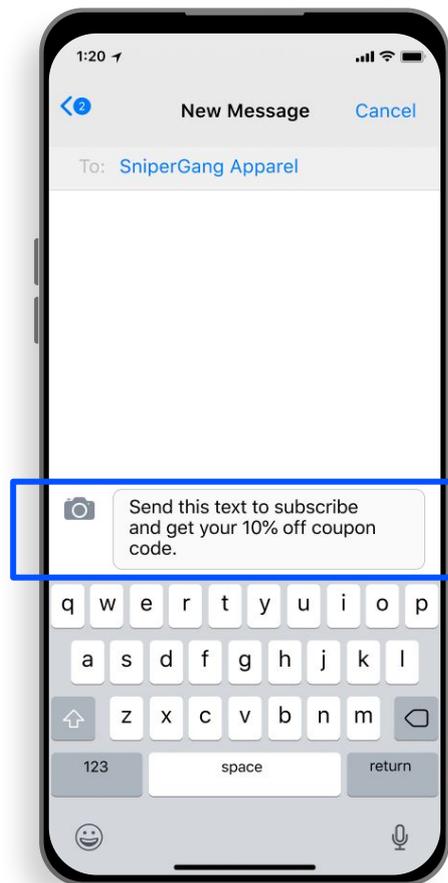
Revenue Drop



SOLUTION

As the traffic went down due to COVID19, revenues went down in March, Wigzo implemented its Patent Pending **Double Tap** SMS technology to interact with customers and increase new SMS subscribers. We also suggested Team Snipergang run a discount coupon offer for all the customers who subscribe.

Easy registration process- 3 second autofill and redirection THAT'S IT! instead of filling a standard form which takes 45 seconds and is a major conversion killer.



Auto-fill SMS opt in

Seamless Opt- In

Grew their Text subscribers with our patent-pending double-tap opt-in on mobile web

Automated Onboarding

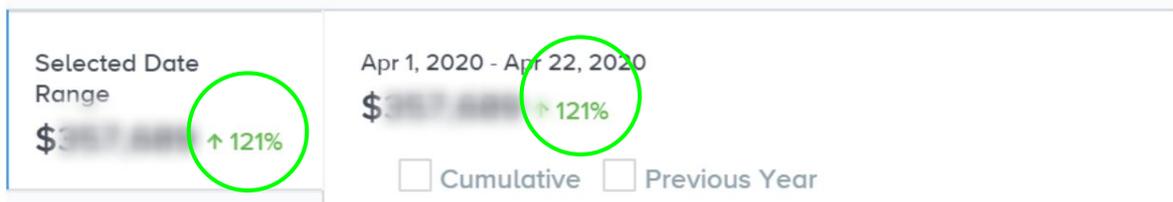
New subscribers simply press "send" on the pre-populated text to opt-in & receive 10% off Coupon

Result

- Over 3000 new SMS subscribers
- 232 new sales order worth \$12000
- SMS Opt-in rate 6%
- Code Attachment Rate- 19.2
- 121% rise in revenue for the month of April in 20 days alone.
- 30% CTR on the Bulk campaign done on the 3000 Subscribers collected.

Sales figures were better than the pre-covid period because we managed to increase SMS subscribers, improved the customer engagement and converted more customers by giving them discount coupons.

Revenue Uplift -



Coupon Redemption -

MOBILE10	232	\$12,302	\$12,302	100.0%	\$53.02
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Bulk Campaign , 30% CTR -

Save 25% on New Arrivals for a Limited Time 🕒

Apr 16, 2020
8:59:32 AM

2867



913

KEY TAKEAWAY

SMS is the new growth channel for 2020.

SMS is the dark horse in the new Age Mobile marketing Channels. But due to TCP and GDPR compliance SMS has not been leveraged by marketers yet. Using the 'DOUBLE TAP' SMS optin Technique, SG got completely TCPA compliant user base Opting in to receive Transactional and Marketing Messages. Double Tap seamlessly Autofills and opens the message app, for customers to sign into. The focus is on Compliance but also on capturing the mobile userbase that accounts for 70% of E-Commerce revenues globally.



Wigzo's personalization technology stack helps marketers increase revenue by personalizing each customer interaction across web, mobile apps and email. Our advanced customer segmentation engine uses machine learning to build actionable customer segments in real time, enabling marketers to take instant action via personalization, product/content recommendations, automatic optimization & real-time messaging.

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