

# Tatango Increases Seattle Sun Tan Revenues by \$196,000 in 30 Days



Seattle Sun Tan, a 35-location tanning salon located in Washington state, wanted to increase in-store purchases by building a mobile database and sending text message offers that could be redeemed in-store.

## EXECUTION

### SETUP

- ▶ Seattle Sun Tan used a vanity SMS short code (33733) and descriptive SMS keyword (TANS) in order to ensure the opt-in process for customers was easy and memorable.
- ▶ Seattle Sun Tan created an attractive initial text message offer, “\$20 off your next purchase,” to encourage customers to purchase higher value tanning subscription packages.

### PROMOTION

- ▶ Seattle Sun Tan leveraged their pre-existing email database of 80,000+ customers, their website and social networks to advertise the launch of their SMS campaign.
- ▶ All 35 Seattle Sun Tan locations prominently advertised the new SMS campaign in high-traffic, visible locations throughout each store.

### MEASUREMENT

- ▶ Seattle Sun Tan used Tatango’s campaign analytics to measure customer opt-in rates during the SMS campaign.
- ▶ By instructing customers to show the text message offer on their mobile phones to redeem, employees were able to track redemptions.

## RESULTS

- ▶ Seattle Sun Tan built a mobile database of 4,750 customers during the first month of the SMS campaign.
- ▶ 57% of recipients redeemed the text message offer, generating \$196,101.87 in new revenue during the first month.
- ▶ Customers redeeming the offer, on average, spent 500% more than customers who didn’t receive the initial text message offer.