

How Blenders Eyewear is Harmonizing Email & SMS with Attentive

Situation

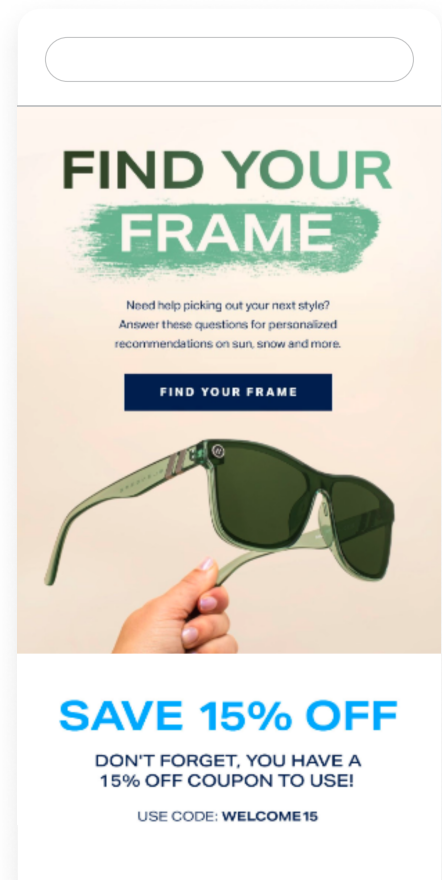
Blenders Eyewear faced inconsistent messaging and tracking issues with separate Email and SMS channels, which led to consolidating both under Attentive—building on their positive experience with Attentive SMS.

Solution

Attentive streamlined Blenders Eyewear's migration to a unified messaging system. With expert list exporting and 'inbox warming', they achieved a 99% Email Deliverability Rate and boosted engagement, including among previously less-engaged subscribers.

Results

Consolidation led to impressive outcomes: Email Sends rose by 109%, Open Rates by 136%, Total Sessions by 56%, and Unique Opens by 70%. SMS channel revenue also surged 52%, fueled by a 65% increase in Journey revenue and 43% in Campaign revenue.



136%

increase in email opens

56%

increase in email total sessions

52%

increase in SMS total revenue

"The results speak for themselves. Attentive's support and advanced features for Email & SMS empowers our team to swiftly identify the right channel and lever to pull, enabling us to make a meaningful impact with remarkable speed."

//Blenders

Kyra Stickford
Marketing Retention Coordinator