

CASE STUDY

How Strength of Seduction scaled from a \$100 to \$100k+ business in 6 months during COVID-19

12.2k

Subscriber Growth in 2020

+36%

Response Rate

12.3%

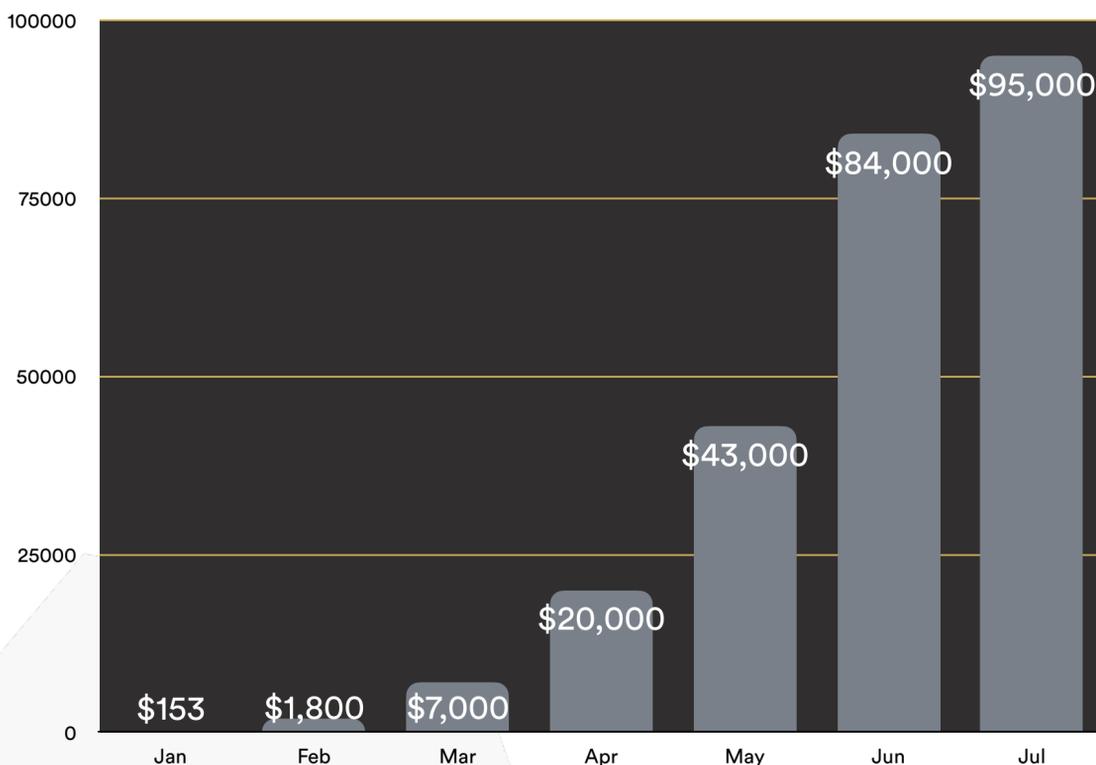
Clickthrough Growth Rate

FEATURES USED

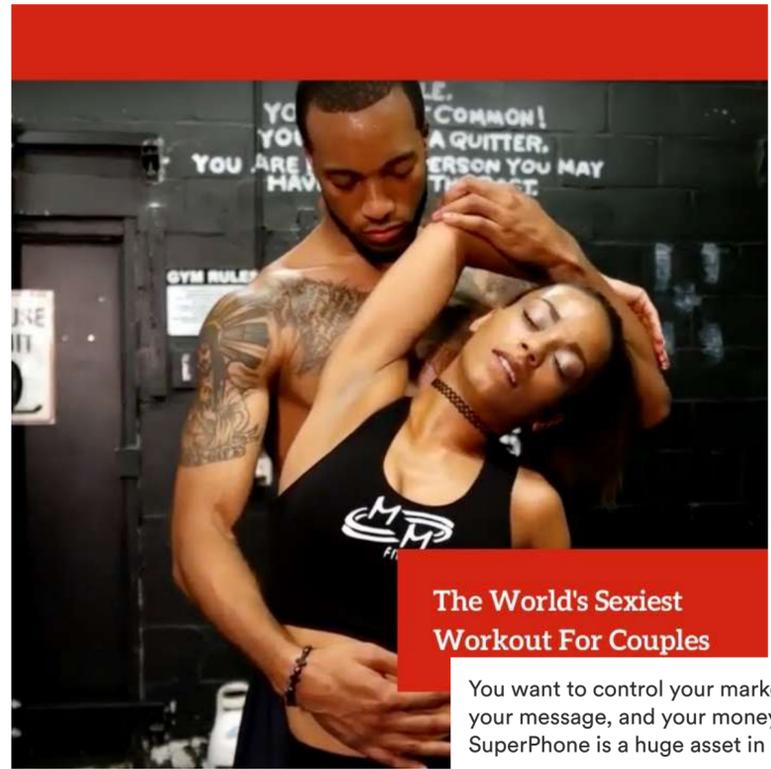
- Updates
- Filters & Segmentation
- Shopify Integration



Revenue Growth



Try it out, it works



The World's Sexiest Workout For Couples

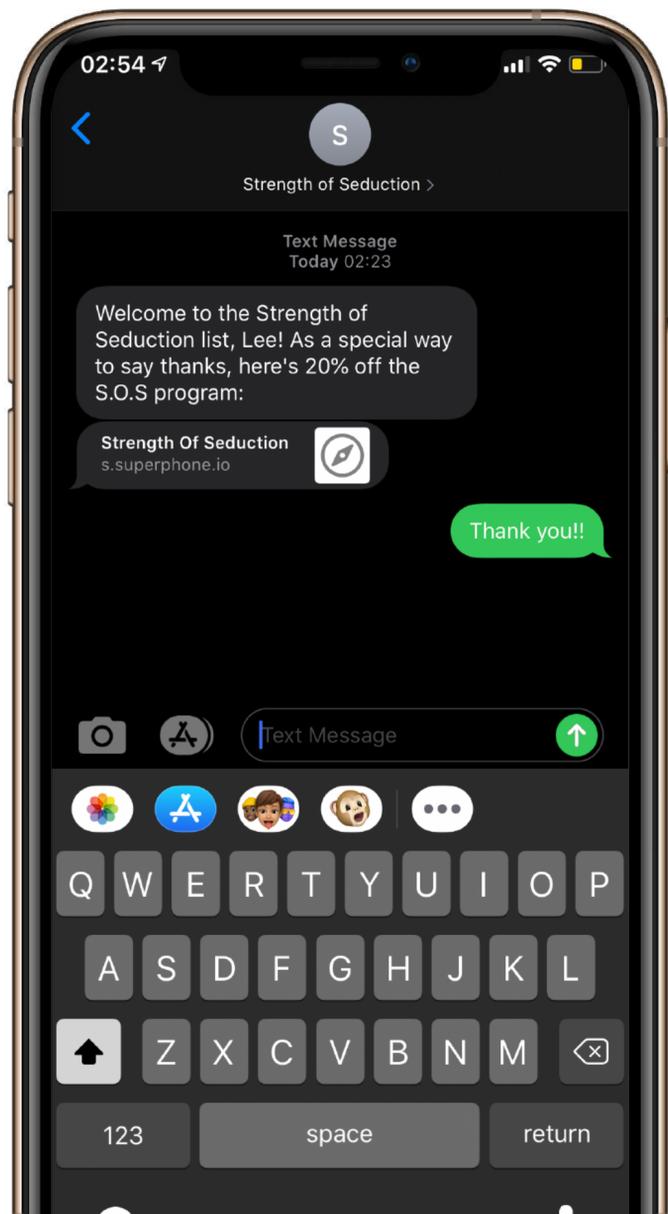
You want to control your marketing, your message, and your money. SuperPhone is a huge asset in all 3.

Daniel DiPiazza

CEO & Founder, Strength of Seduction

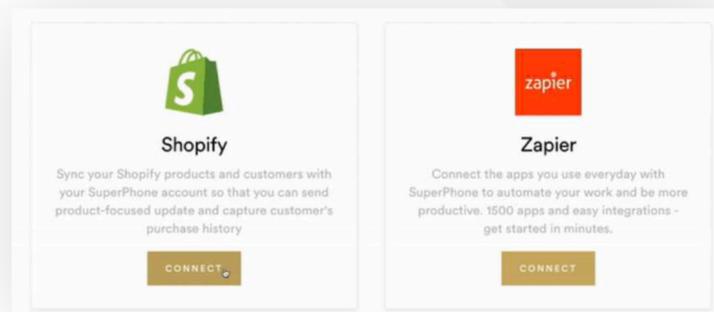
Results

Strength of Seduction experienced an explosion in growth immediately following its launch. They experienced a 0 to 12,000+ subscriber growth rate from January to June 2020, and a +36% response rate to its SMS updates, despite the disruption of COVID-19. Daniel, Strength of Seduction CEO, was aware that 98% of text messages are read within the first 3 minutes of it being received and was able to meet people where they were spending the majority of their time, which was in their text feed. This allowed the workout brand to grow from a \$150 business to a \$120,000+ business in just 6 months, greatly due to the ability to offer 1-to-1 customer support.



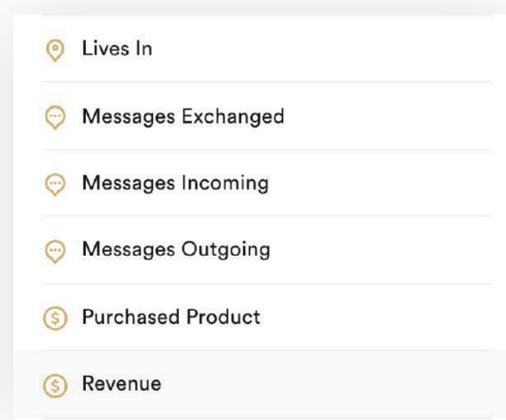
1. Integrate your Shopify Store

Integrate your Shopify e-commerce store seamlessly using SuperPhone. SuperPhone serves as your source of truth between your customers and products. Broadcast product links and communicate 1-to-1 or 1-to-many driving engagement to merchandise sales. When synced, all prior customer data and transaction history from Shopify will be imported giving transparency on your top customers



2. Get familiar with your filters

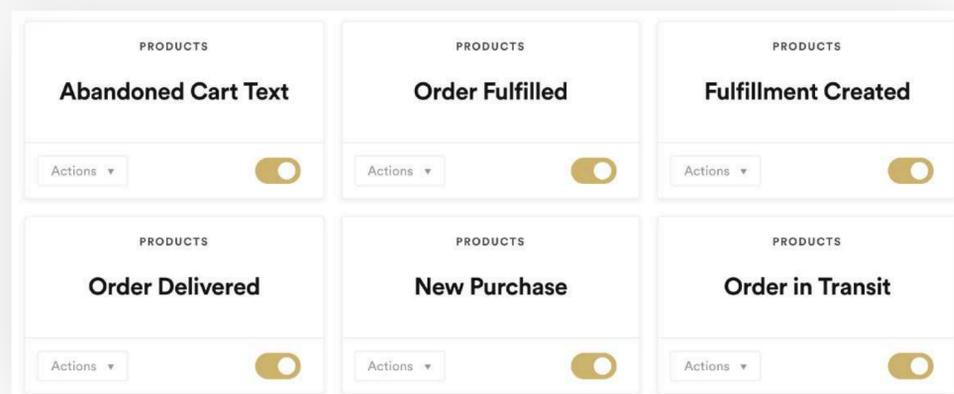
Choose and combine over 52+ filters, including geo-targeting, product purchases, revenue generated, and customer tagging to reach your target audience. Segment conversations and contacts based on pre-defined smart segments. Shopify expands filtering and creates endless contact filtering possibilities with multivariable segmentation.



“ Display users in **New York**, over the **age** of 21 that have **spent** +\$150.00 ”

3. Set up your Automations

Scheduled messaging and keyword triggers allow your phone to work for you so you don't have to! SuperPhone automates the interaction with your subscribers via smart auto-responses based on customer and store activity. Trigger messages for cart abandonment, new purchases, orders delivered, and more!



4. Send out your first Update

Send time sensitive broadcasts with response management keeping your subscribers updated on promotions, sales, new products, and releases. SuperPhone supports MMS allowing the delivery of video content, images and other marketing materials. Advanced analytics are tracked on each update displaying messages delivered, click-through rates, plus the ability to segment which subscribers interacted with your broadcast verses those who did not.

