

John Lewis mobilises CRM activity with messaging alerts

Business need

This campaign was John Lewis' first venture into mobile. The overall aim was to drive footfall in-store and communicate with their customers in a more relevant and timely way.



The solution

John Lewis trialled the use of a database of opted-in customer mobile numbers as part of a response to a competitor's sale offer.

Using their database, the campaign reached out to existing John Lewis customers who had signed up for text alerts, to promote and remind them of the John Lewis price match ("Never Knowingly Undersold") promise during a competitor's sale offer advertising campaign.

A mix of plain text SMS and 'picture message' MMS were sent to these customers during the promotional period.

This meant that John Lewis could engage with their customers through the mobile channel and use this new method to compliment existing marketing communications strategies.

Functions

- Alerts
- Enterprise messaging
- Reporting & Analytics

