

CASE STUDY

E-COMMERCE

WaveBlock builds a 14,000-member mobile club through its Shopify store

WaveBlock · Online retailer

14,000

Customers joined mobile program

40K

Messages sent per month

98%

Successful message delivery rate

THE RESULTS

iVision Mobile worked with WaveBlock to integrate texting with its Shopify site, building an opt-in mobile club for customers along with special sales offers, inactive-customer alerts to increase retention and reputation management to generate more online reviews.

ABOUT WAVEBLOCK

WaveBlock makes products designed to reduce EMF radiation from cell phones, AirPods and other wireless devices, with a core mission to enhance digital safety for consumers.

**Shopify integration**

An integration with WaveBlock's Shopify site builds the opt-in mobile club straight from the online store.

**Offers, win-back alerts and reviews**

Special sales offers and inactive-customer alerts increase retention, while reputation management drives more online reviews.

TOOLS USED

- ✓ Shopify integration
- ✓ Opt-in mobile club
- ✓ Sales offers by text
- ✓ Inactive-customer alerts
- ✓ Reputation management

ABOUT IVISION MOBILE

Since 2006, iVision Mobile has helped businesses, organizations and agencies reach people by text. Its platform combines SMS and MMS marketing, a digital loyalty kiosk and two-way messaging, with 45,000+ users and 3.5B+ messages delivered.

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