

CASE STUDY RETAIL BOUTIQUE

M. Fredric drives store revenue with a kiosk loyalty program and automated offers

M. Fredric · Southern California

33.5K

Customers joined loyalty program

50K

Messages sent per month

98%

Successful message delivery rate

THE RESULTS

iVision Mobile worked with the high-end clothing boutique to launch a check-in-based loyalty program, along with special sales offers, inactive-customer alerts to increase retention and reputation management to generate more online reviews.



Kiosk check-in loyalty

A kiosk-based loyalty program rewards customers for checking in at its retail locations.



Automated offers and reminders

Automated, on-demand special offers and coupon expiration reminders drive revenue at its stores across Southern California.

ABOUT M. FREDRIC

After four decades in retail, M. Fredric is one of Southern California's most iconic retail brands and the go-to shop for celebrities, wardrobe stylists and shoppers from all walks of life.

TOOLS USED

- ✓ Digital loyalty kiosk
- ✓ Automated offers
- ✓ Coupon expiration reminders
- ✓ 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.

Get results like these

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(866) 655-5302