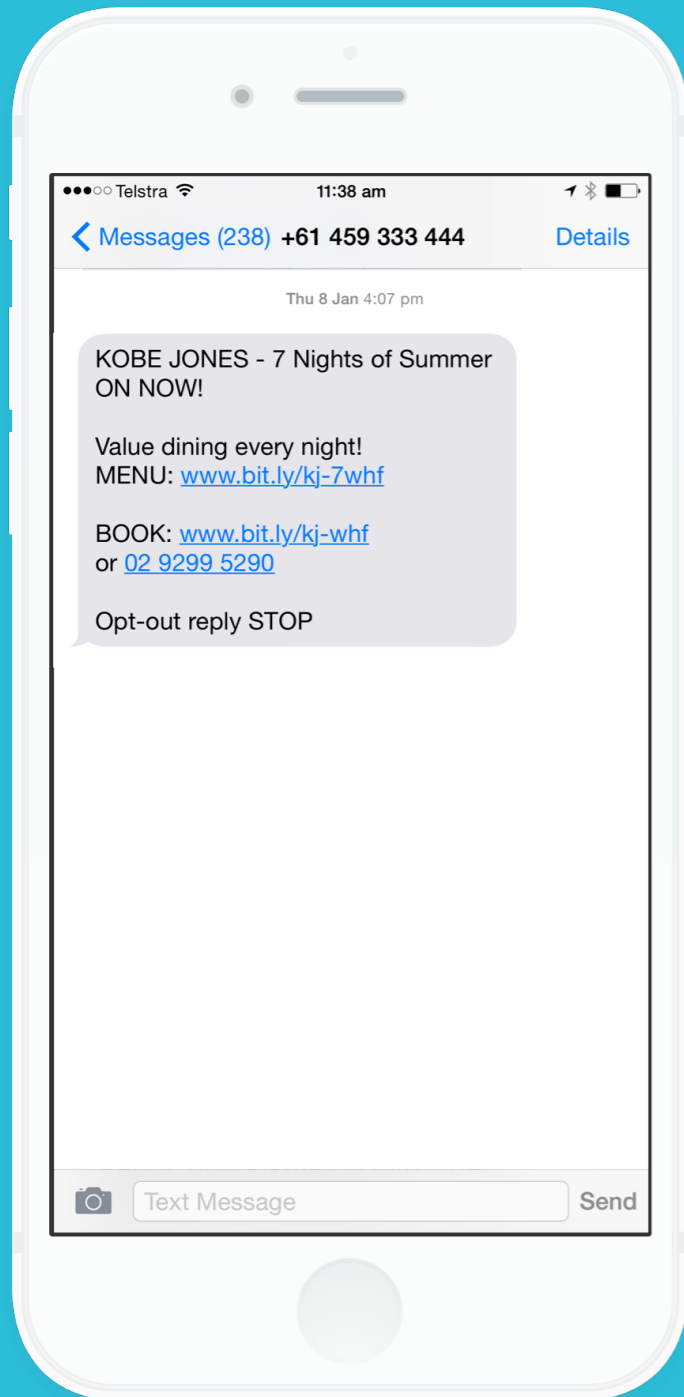


SEVEN NIGHTS

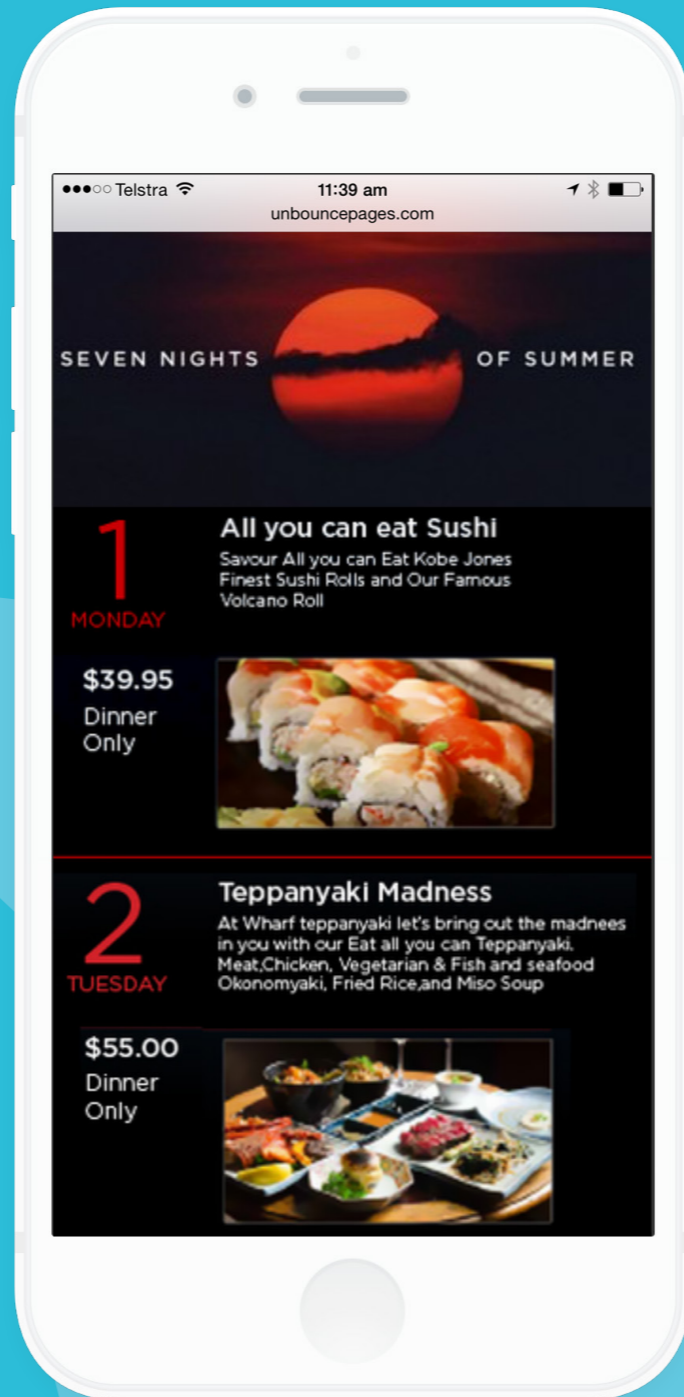
OF SUMMER

SMS Case Study:  
Kobe Jones

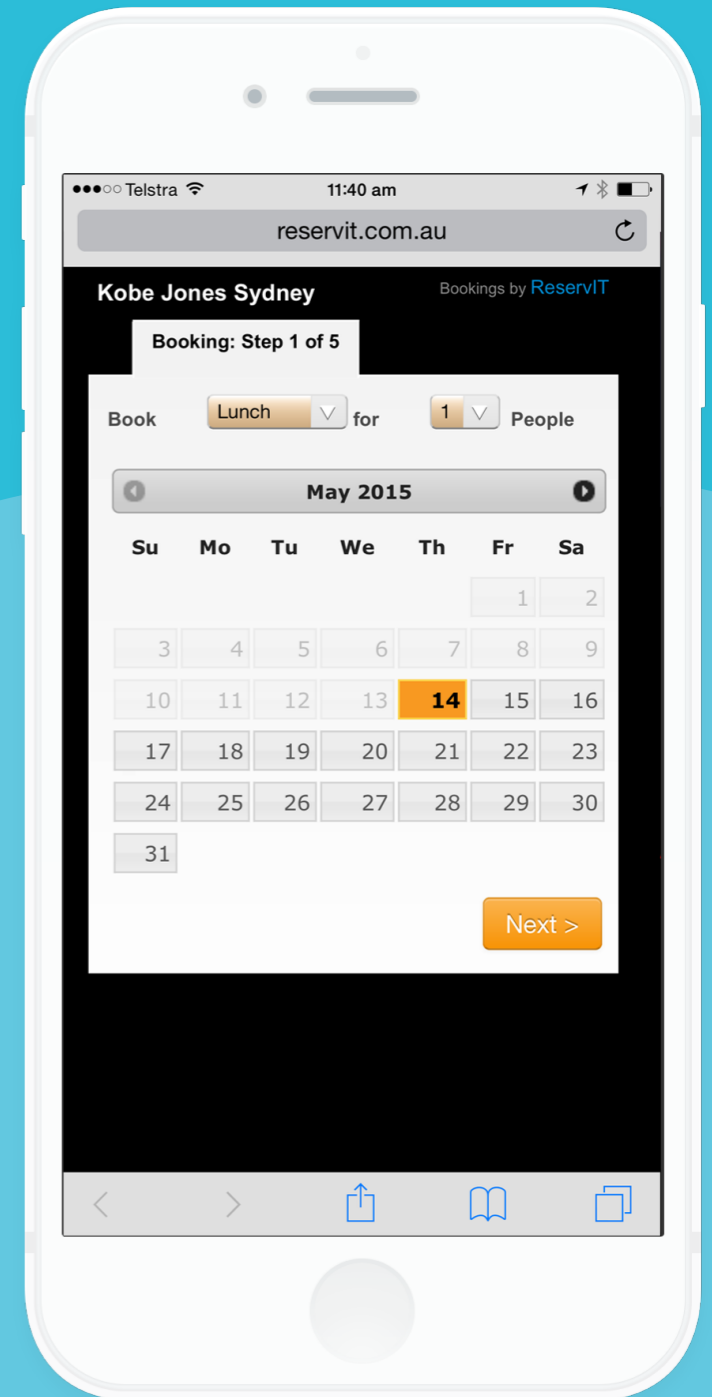




**17268 Messages Sent**  
**14296 Delivered 82.7%**  
**2972 Bounced 17.2%**  
**1957 Opt outs 11.3%**



**Menu (Lead)**  
**1762 Clicks 12.3%**



**Booking (Conversion)**  
**120 Clicks 0.83%**

# Campaign Cost: \$1191.49

JAN 6, 11:25 AM

## Remtech ReservITNow Live Bookings

[http://reservit.com.au/Rin-express/KobeJones/Sydney/ReservitNow/\(S\(ao0ukw2xtzlfmptybt0vbdwk5\)\)/ReservIT...](http://reservit.com.au/Rin-express/KobeJones/Sydney/ReservitNow/(S(ao0ukw2xtzlfmptybt0vbdwk5))/ReservIT...)

[Inks.to/kj-syd](https://www.inks.to/kj-syd) COPY

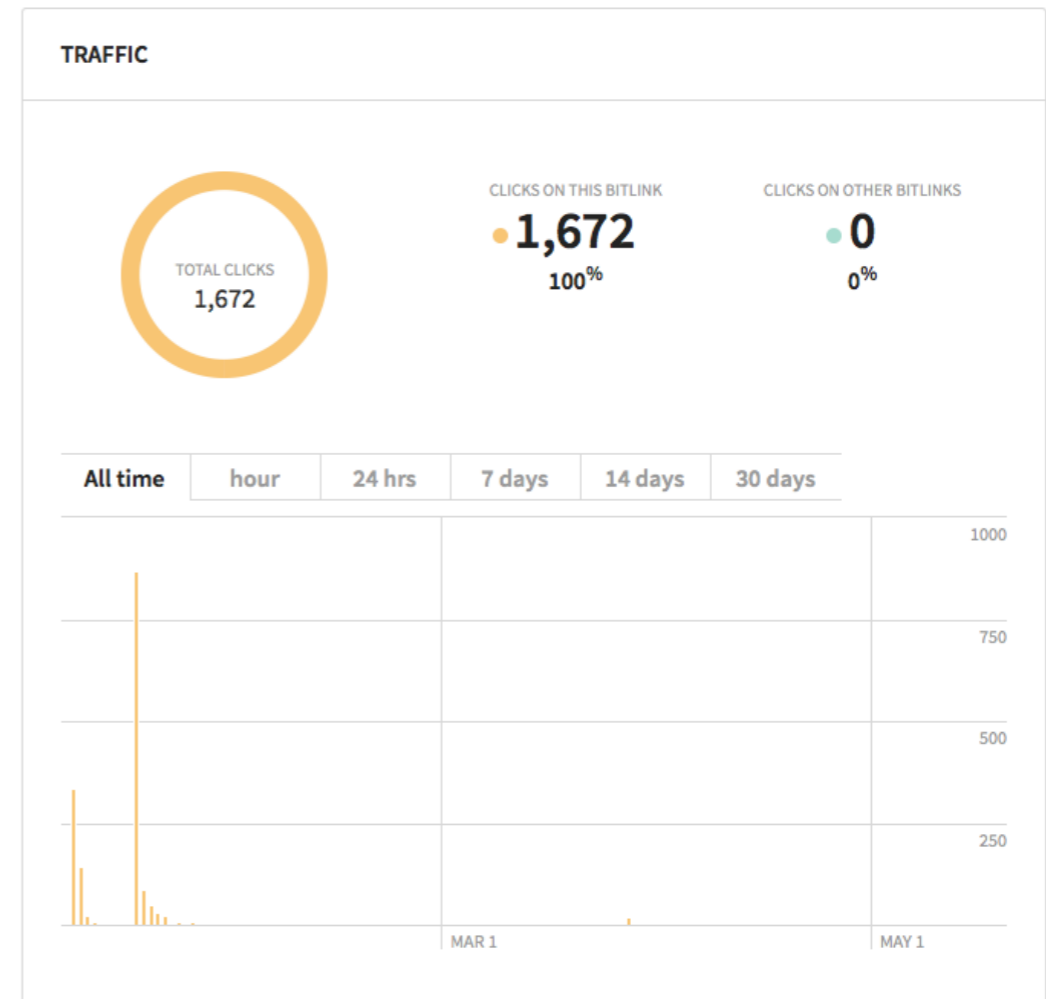


JAN 7, 11:13 AM

## <http://unbouncepages.com/kobe-jones-7-days-of-summer/>

<http://unbouncepages.com/kobe-jones-7-days-of-summer/>

[bit.ly/kj-7syd](https://bit.ly/kj-7syd) COPY



Approximately \$10,000 revenue from a \$1191.49 investment.

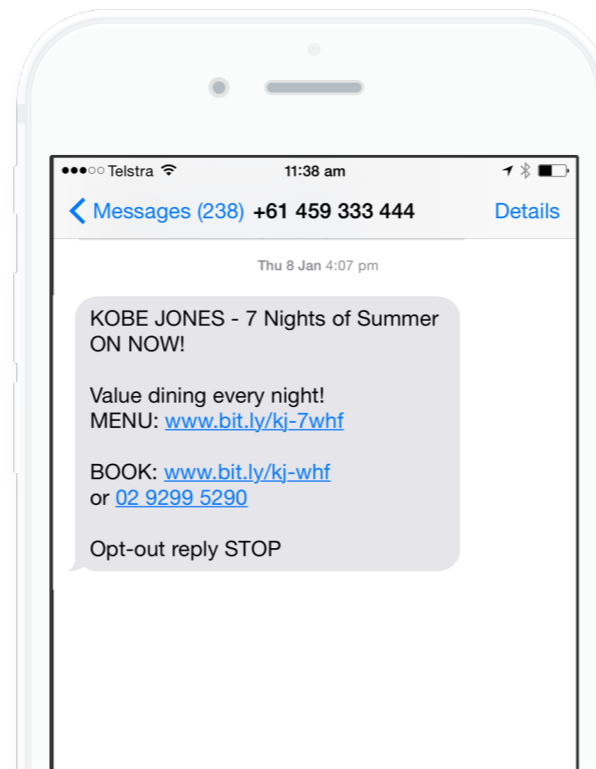
## Setup

For Kobe Jones we set up a landing page with a link to the offer and menu and also link to their online booking system. This way they could measure lead interest and partial conversions. There was no measurement on the phone bookings but we would assuming a similar or greater number than booked online.



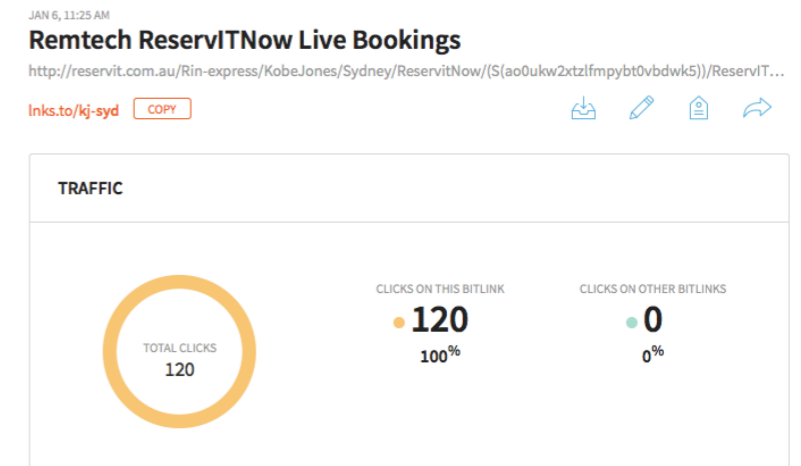
## Tactics

Text messages were sent to 4 separate location based data base. Results here are shown for Sydney only. The database was of customers that had purchased from Kobe Jones within the past 12 months. The messages were all sent on a Friday at 1pm looking for weekend bookings.



## Result

Total clicks on the booking link was 120, if we assume a total number of bookings including direct by phone of 200 at a conservative estimate of \$50 per booking. That is revenue of \$10,000 from a \$1191.49 investment. Not too bad.



Contact us to get more from your SMS campaigns.

**“The Burst SMS text messaging campaign exceeded all of my expectations as far as response was concerned. We have run several other campaigns since all with equally impressive results.”**

**Paul Misan**

**CEO**

**Kobe Jones**

[helpdesk@burstsms.com](mailto:helpdesk@burstsms.com)

[www.burstsms.com](http://www.burstsms.com)

