



# The Gap

---

Here's a sample of how The Gap implements SMS

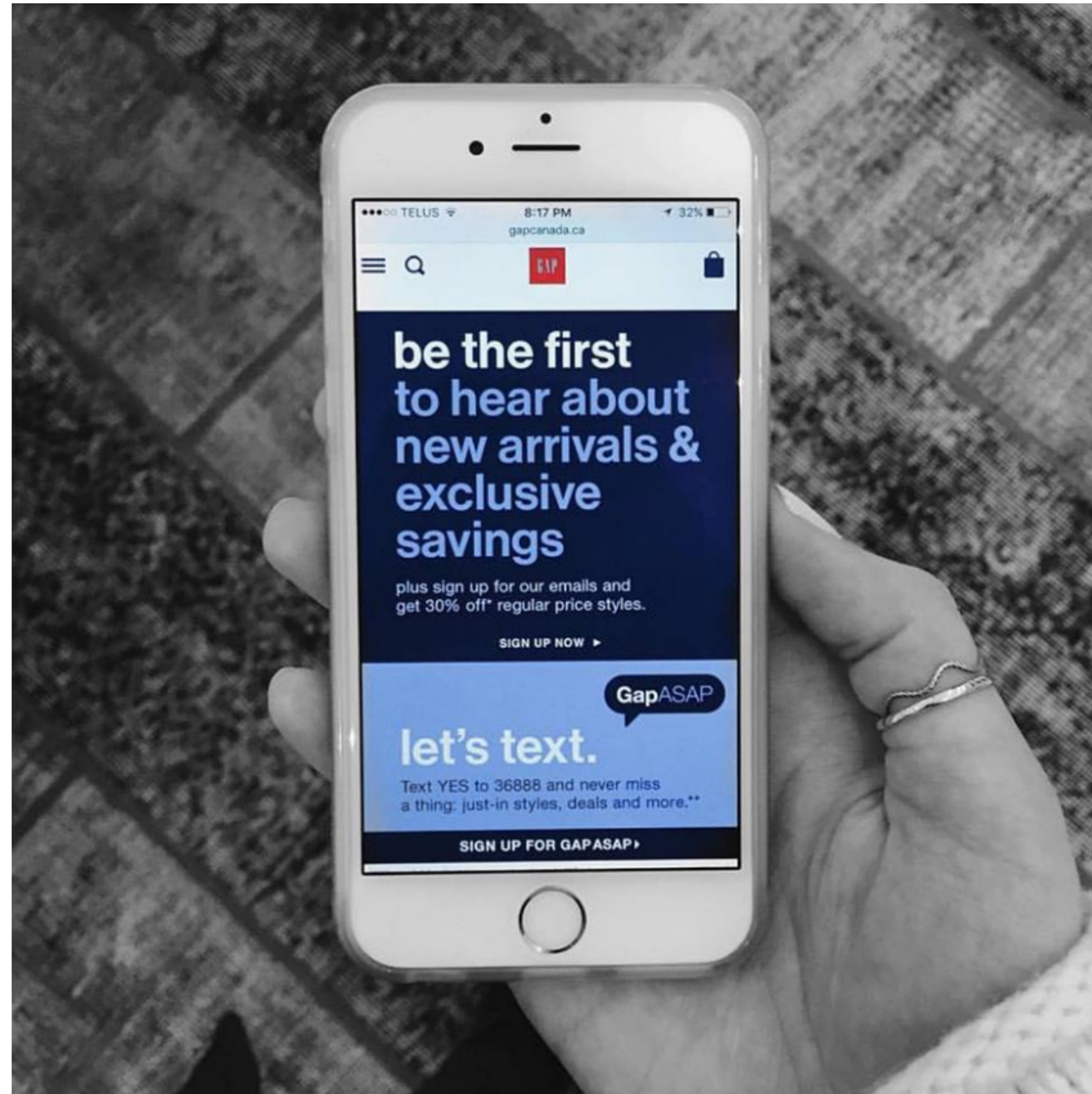
# SMS for Ecommerce and Retail

## The Company

The Gap is a global fashion retailer with 3000+ stores across the world. They specialise in the affordable space, and focus on designing comfortable every-day wear.

## The Objective

With Black Friday around the corner, which is the busiest and most lucrative day in the retail industry - The Gap needed to find a way to stand out. Competitors are constantly finding new ways to get new customers through their doors. The Gap wanted to find the most personal way of getting in touch with their audience.



# SMS for Ecommerce and Retail

## The Solution

Introducing - **Gap ASAP**, an **SMS alert-based** app which is designed to capture your immediate attention.

Since clients go into an in-depth research phase - weeks leading up to Black Friday, multiple reminders and messages are welcomed. The Gap took full advantage of this by sending out multiple promotions without having a high opt-out percentage. They also used a promotional hook to get clients to opt-in to their app on the spot while in store, by offering immediate extra discounts.

## In-store Strategy

**Example #1:** They placed eye-catching 50% off promotional signs in strategic spots - a week before Black Friday. This allowed customers to access an early-bird sale if they opted-in to their SMS campaign.

**Example #2:** They offered bonus discounts to current and new SMS subscribers. The overall discount was just a mere 10% off, however it was the way they worded this promotion that made it effective. To play off numeral psychology, the Gap focused on an overall 40% discount vs 30% off.

