



“With Skebby we’ve created a service that our clients actually want”

Challenge presented

2Win S.p.a is a clothing manufacturer and retailer based in Biella, with four retail spaces across the Piedmont region. 2Win S.p.a was looking for a way of quickly and easily updating its clients about new schemes and promotions.

Actions undertaken

2Win S.p.a chose Skebby as its SMS supplier thanks to its competitive price structure. 2Win S.p.a uses the online SMS Messenger panel to send bulk SMS to its contacts, informing them of schemes and promotions (e.g. by sending a shopping voucher via SMS).

Benefits delivered

2Win S.p.a chose to keep its clients updated via SMS because messages arrive directly on their phones, and are therefore an extremely effective channel. What’s more, the Skebby SMS Messenger interface is easy, user-friendly and very simple to use.

“We only send texts to customers who have come to our shops and asked to receive updates, and therefore only those who are really interested in reading about our schemes and promotions. That’s why there’s such a high redemption rate compared to other channels. With Skebby we not only keep costs down, but we’ve created a service that our clients actually want” explains **Cesare Sappino, Head of Marketing at 2Win S.p.a.**

How can consumer businesses benefit from SMS Marketing

✓ Improve customer service

Allow your clients to send texts to ask for help, information or to automatically complete processes.

✓ Announce promotions

Promote your business by sending promotional messages with specific calls to action in the message to stimulate customer response.

✓ Announce news, updates, useful information

Send useful information on new products that you’ve developed, new services or company’s news.

✓ Mobile brochure

Customers can send a message with their email address to receive the PDF of the brochure.

✓ Internal communication

Integrate SMS into your systems to remind staff of deadlines, appointments, etc.