Belly Campaigns

Liv Fashion Boutique

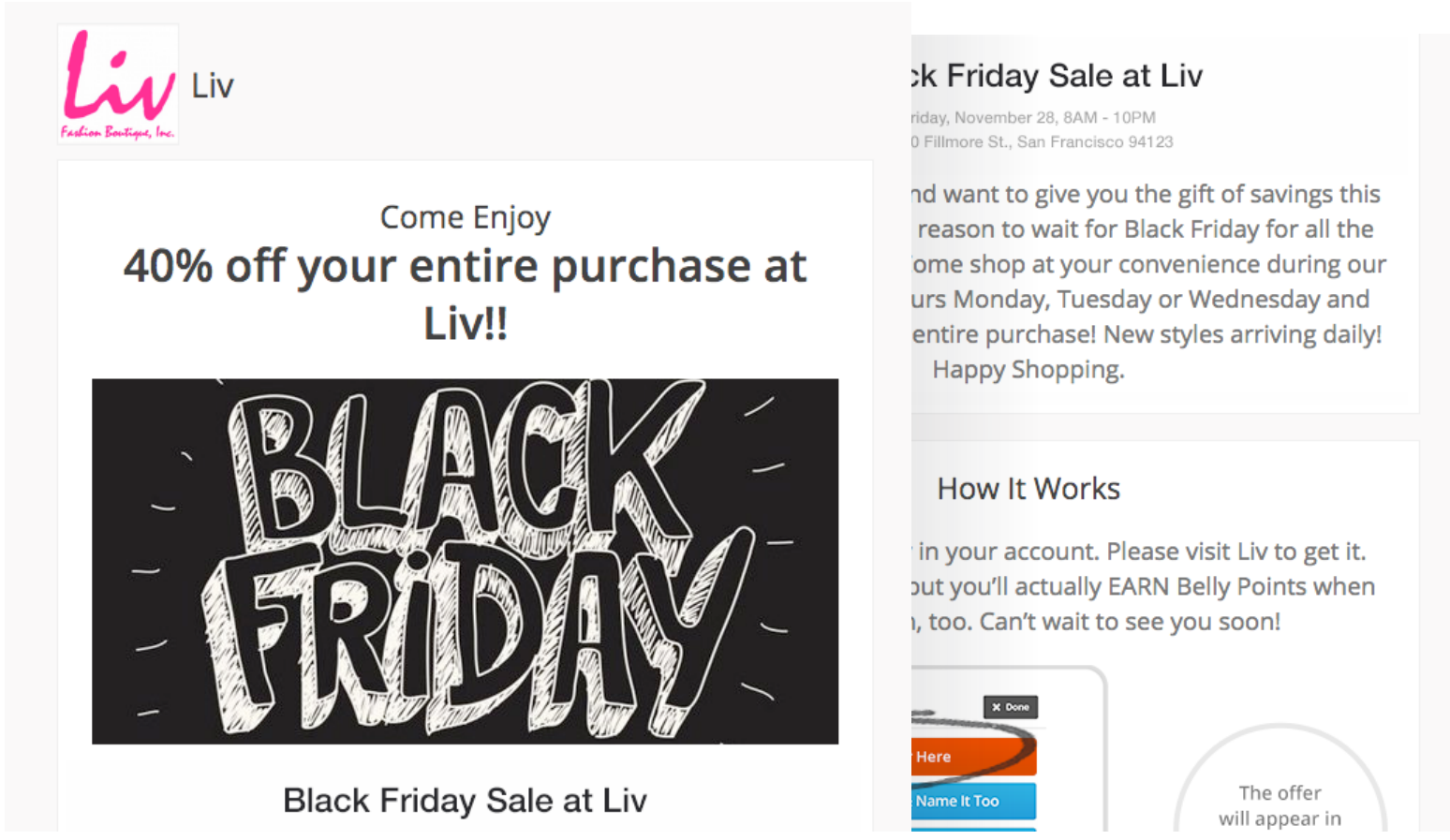
CASE STUDY

LIV FASHION BOUTIQUE

Co-owned by sisters Olivia Walton Travis and Jillian Walton, Liv Fashion Boutique was established in 2006. The initial store was opened in Ukiah, CA. Now, the sisters own four Liv Fashion Boutique's in the San Francisco Bay area. Their mission is to provide hip, trendy style and accessories at an affordable price, while providing the ultimate customer service experience. They've been a Belly partner for over 3 years.

Campaign Success

11 Campaigns Ran To Date



"We love Campaigns! We can reach out to our customers for events, sales or even just new inventory! We upgraded our program in order to use this tool more frequently", said Olivia Walton Travis, owner at Liv Fashion Boutique.

"The ease of acquiring customer emails and reconnecting with them through Campaigns is the most beneficial. Our customer database has grown tremendously! People don't hesitate to give you their email when they get points and rewards for doing so," she added.

"Our customers love Belly and truthfully I think are becoming a little obsessed!"

Black Friday Campaign Results

Emails Sent

569

Unique Opens

161

Open Rate

28.3%

Total Visits

51

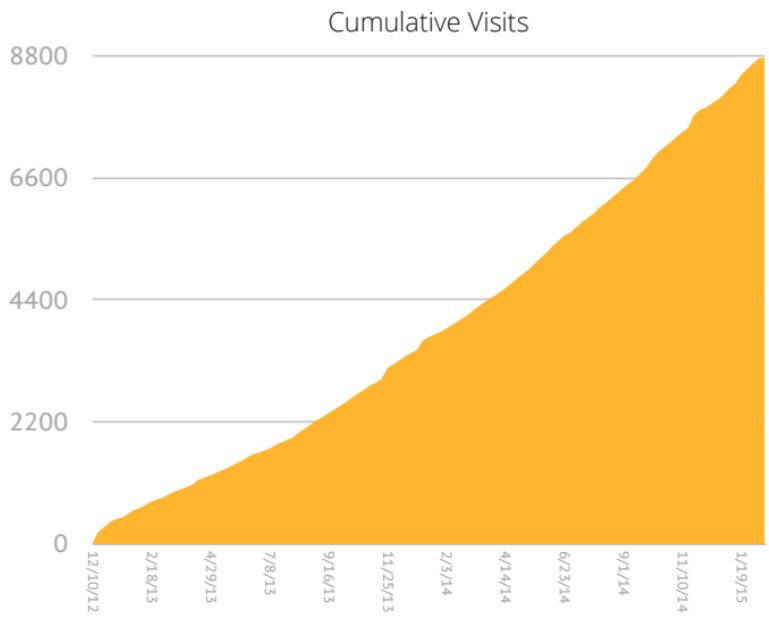
Visit Rate

9%

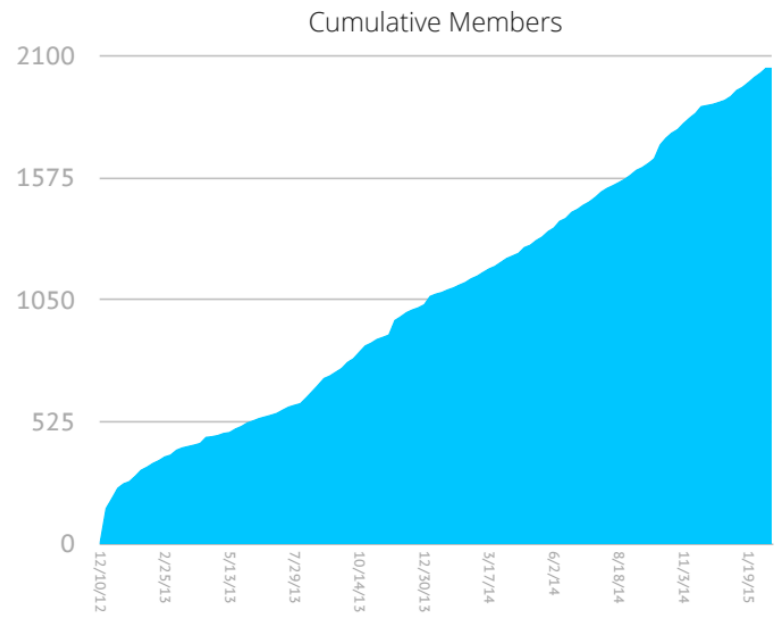
Belly Success

Overall Solution Success

8,700+ Visits



2,000+ Members



“We have 4 locations and the Belly team came out to all of them to set up our program and teach our employees how to use it. They went above and beyond and that hooked us! Ever since, we’ve had nothing but great experiences with the company and the product,” said Travis.

She added, “The reasons we chose Belly over another customer reward system was the ease of signing customers up, communicating to them through Campaigns, the free app, and the excellent customer service, just to mention a few! A quick tap of the screen, entering an email address and they are ready. It only takes a few seconds!”

The multi-location boutique needed a customer loyalty solution they could depend on as well. “Belly is consistent. It is always up and running so we don’t have to worry that there will be technical issues or it will go down. When we have any issues, even on our end, our representative is there to help in any way possible!”

“Belly has helped us get our customers in more frequently to shop!”

Owners - Olivia Travis & Jillian Walton