How Paper Source Drove 17x ROI in 2021 by Reaching Hybrid Shoppers and Delivering Personalized SMS Experiences
Today’s Speakers

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ABOUT PAPER SOURCE

Do Something Creative Every Day

At Paper Source, we believe that every moment presents a new opportunity to create something special and spark delight.

From the journal where you share your most precious memories, to the stationery that helps you celebrate life’s simple joys, we’ve thoughtfully designed each boutique Paper Source location, down to the very last card on the shelf, to be your inspiration haven.

With over 120 locations across the U.S. and a thriving e-commerce site, we are committed to innovation and original design.
ABOUT ATTENTIVE

The leader in conversational commerce, reinventing business to consumer communication.

Attentive drives billions in e-commerce revenue for over 5,000+ leading brands.
Launched SMS with Attentive in August 2020

Challenge
Find new ways to directly engage mobile shoppers

Early SMS Strategy
Drive list growth during our busiest time of the year while allowing each of our subscribers to shop their preferred way—online, in-store, or by using curbside pickup options

Impact
We reached our customers in a more direct way, engaging them and quickly driving sales
EARLY SMS STRATEGY

Strong Engagement and Sales
Early SMS Strategy

Holiday 2020 Shows Bright Future for SMS

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<tr>
<th></th>
<th>Pre-Black Friday</th>
<th>Black Friday</th>
<th>Cyber Monday</th>
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<tbody>
<tr>
<td>CTR</td>
<td>3.2%</td>
<td>5.4%</td>
<td>5.2%</td>
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<tr>
<td>CVR</td>
<td>11.8%</td>
<td>15.7%</td>
<td>23.0%</td>
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Paper Source: Limited Time! BuyBOGO 50% OFF Toys & Games in stores! Or, shop from home and take 25% off $75+ sitewide. https://papersource.attn.tv/1/x/Gi

Paper Source: Take 30% off EVERYTHING you need for the holidays. Save on stocking stuffers, gifts, wrapping paper, holiday cards, and more! https://papersource.attn.tv/1/x/QR
Maturing the Channel in 2021

Convenience and Curation

Use online and offline list growth strategies to convert hybrid shoppers into SMS subscribers

Unlock zero and first-party data to build out robust subscriber profiles

Personalize content for different levels of engagement
PROGRAM STRATEGY

Online and Offline SMS List Growth Strategies Reach Hybrid Shoppers

In-Person Signage

Instagram Story Landing Page
Unlocking Shopper Preferences with Zero Party Data

Conversational Welcome Journey

- **Opts in to SMS**
  - Welcome to Paper Source, where our motto is Do Something Creative Everyday. Take 10% off your first order online with code [coupon]. Exclusions apply. [https://papersource.attntv][/I/ON M]
  - Has made a purchase at least once since starting this journey
  - Wait 24 Hours
  - No purchase

- **End journey**
  - Welcome journey continues
Conversational Welcome Journey (continued)

- **Waits 24 hours**
  - Has made a purchase at least once since starting this journey
  - **No purchase**
    - **Example Reply:** 1
    - Add custom attribute to subscriber profile
      - Great choice! Here are our Top 100 gifts! [https://papersource.atttn.tv/luew](https://papersource.atttn.tv/luew)

- Still deciding? Let’s help you use your coupon on your favorite category. Reply:
  - 1 for Gifts
  - 2 for Crafts
  - 3 for Greeting Cards
  - 4 for Gift Wrap
  - 5 for Party
PROGRAM STRATEGY

A/B Testing

Segment: In-Store Sign Ups
PROGRAM STRATEGY

Building Subscriber Profiles with First and Zero Party Data

Preference Collection via Mobile: Wedding Date

- Shopper visits website > 1x
- Welcome to The Paper Source Wedding Shop! We'll send occasional inspiration, tips and offers to help you plan for your big day. Click the link below to add your wedding date & get 10% off a wedding order!

Preference Collection via Desktop: Birthday

- Shopper visits website > 1x
- Welcome to Paper Source, where our motto is Do Something Creative Everyday. Take 10% off your first order online with code (coupon). Exclusions apply. https://papersource.attn.tv/l/OfP
PROGRAM STRATEGY

Bringing Clienteling Strategies Online with SMS

A/B Testing: Wedding Virtual Appointments

15.4% CVR
**Customer Winback Journey**

**Variation A: Promo**
- Have not made purchase in > 45 days
  - It's been TOO long! Come back & take 10% your next online order with Paper Source, using code: SJH457GFH. [Link](https://papersource.attn.tv/l/VcG)
- Have not made purchase in < 45 days
  - Wait 15 Days
  - Else
    - Don't miss out: the cutest new products are dropping DAILY! Shop now and get 10% off online with code SJH457GFH: [Link](https://papersource.attn.tv/l/leT)

**Variation B: No Promo**
- Have not made purchase in > 45 days
  - It's been TOO long! Come back & shop Paper Source! [Link](https://papersource.attn.tv/l/7n6)
- Have not made purchase in < 45 days
  - Wait 15 Days
  - Else
    - Don't miss out: the cutest new products are dropping DAILY! Shop now: [Link](https://papersource.attn.tv/l/Skz)
Looking Ahead: 2022 & Beyond

- **Continually optimize SMS acquisition strategy**
  Target our most engaged shoppers and lean into online and offline list growth channels

- **Automate as much as possible**
  Leverage Attentive’s product suite to its full capacity to reach customer when and where it’s most relevant to them to drive non-seasonal product conversions

- **Strengthen and expand lifecycle-based messaging**
  Create subscriber expectations, customize content to subscribers, and improve subscriber experience through personalized nurture
Sneak peek: Leveraging New Products in 2022

✓ Set up Product Catalog API
   This will allow us to segment and branch based on what subscribers have browsed, added to cart, and purchased

✓ Improve Subscriber Experience
   Use Concierge to handle customer responses and improve the customer experience with journeys
2022 & BEYOND

Personalized Customer Support with Attentive Concierge™

Viewed a product

Has not added to cart

Added to cart

Conversational text message

Sample Concierge text message copy

If subscriber doesn’t reply within 2 days

If subscriber replies

Forward to concierge

End journey

Paper Source: Hey Kathryn, this is Sarah. Thanks for checking out our site! https://www.papersource.com
Any questions I can answer for you?

What product do you recommend to replace NYC Penants Tote Bag?

Want to experience Attentive’s conversational messaging in action?

By signing up via text, you agree to receive recurring automated promotional and personalized marketing text messages (e.g. SMS reminders) from Attentive at the cell number used when signing up. Consent is not a condition of any purchase. Reply HELP for help and STOP to cancel. Msg frequency varies. Msg & data rates may apply. View Terms (https://allaccess.attn.tv/cl/mba) & Privacy (https://allaccess.attn.tv/cl/SPi)

Text DISCOVER to 21718
WRAPPING UP

Key Takeaways

Lean into the two-way, conversational nature of SMS to:

Uncover unique insights about your subscribers’ preferences that you can use to personalize their shopping experience

Create a more seamless customer experience that inspires trust and loyalty
Visit Attentive’s lounge to find out if you’ve won a $250 Paper Source gift card

Email events@attentivemobile.com to request access to today’s slides