



## OUTREACH PLUS

# Expand your VIP list.

Send the right message at the right time and convert more shoppers into loyal, high-value customers.

Campaign Name

Post Purchase SMS

Text Message Template

Thank you note

Description (Optional)

Send post purchase message to customers



Create segment

Hi Audrey! How are you enjoying those pair of jeans you last purchased with us?

### Targeted Audiences

Birthday Current Month

### Campaign Details

Status

Active

Type

Ongoing

Primary Channel

Text Message

Secondary Channel

Email

Message Template

Birthday Message

Messages Sent

21

Customers Replied

8

Response Rate

32%

Above Goal

### Messages Template

Happy Birthday, Jordyn! It's Chelsea at Tulip. We're celebrating you today, and as a thank you for being a valued client, we'd like to invite you in for an exclusive birthday offer. Let me know when you can stop by!

## Go where marketing automation never could.

### Choose your message

Start with a post-purchase thank-you, a birthday wish, a lapsed customer win-back, an upcoming store event, or any topic you choose.

### Choose your motion

Send an email or SMS message directly to your customers on behalf of an assigned sales associate, or assign them tasks to handle it themselves.

### Shrink the time between purchases

Millions of messages sent through Tulip prove that the more frequently you communicate, the shorter the time between purchases. We'll help you scale far beyond your current limitations.

Trusted by the world's most iconic retailers

BOGGI  
MILANO

Theory

Mulberry

JIMMY CHOO

kate spade  
NEW YORK

## The control you want, the personalization they expect.

### Unlimited campaign flexibility

The sky's the limit on reasons to reach out. Tell whatever story you want, with tight controls that ensure you avoid spamming your audience.

### Advanced segmentation

Tulip's rich customer profiles and integrations help you define clear target audiences for highly personalized and higher-converting messages.

#### Custom Segmentation Rules

< Life Time Value is more than

Amount (USD\$)

20000

Add

Customer's life time value is above \$20,000 

Customer's last order amount is more than \$500 

Customer's last order is at any store in New York 

Add Segmentation Rule

#### Campaign Settings

Campaign Name

Post Purchase

Trigger - How many days after the purchase

3

Message Template

Thank you note

Hi Becca! It's Sarah from Tulip Boutique. I hope you're loving the Satin dress you picked up for your anniversary. Let me know if I can help you find a great purse or shoes to go with it.

Hey Sarah! Yes, I'm totally obsessed with it already! Can you send me some photos of shoes that would go with it?

## Your sales associate are always in the loop.

### Choose the sender

Send messages from an assigned sales associate or store. Our matchmaking engine makes it easy.

### Warm leads only, please

Your sales associates only reply to customers who respond to their message, using their time and energy more productively.

**Want to learn more?** Visit [tulip.com/contact-us](https://tulip.com/contact-us) to book a meeting.

