

skimarket

case study

— Who

Skimarket is a sportswear store in Madrid, dedicated to selling skiing, snowboarding and wakeboarding products.

— Objective

Skimarket's goal was to make clients aware of promotions going on in-store throughout the year and as such, increase sales and purchases as well as client interest in the brand.

— Solution

Skimarket got in touch with Instasent in order to send different messages to their database of users across various during their various promotional periods of the year. The messages informed clients about the various In-store sales and promotions as well encouraging them to visit.

— Result

During promotional periods, Skimarket commented the following results.

- 500% increase in Sales.
- Sales revenue increase by two-thirds.
- An increase in client interest and visits to store.
- An increase in personnel to deal with clients around the time of SMS campaigns.

— Conclusion

CEO Fernando has reaffirmed this, praising Instasent's services, stating it as efficient, quick and free of complications. He has quoted SMS as being their best communication method, always opting for Instasent when doing so.