

DRINKS X

RITUAL ZERO[®] PROOF

DRINKS AMPLIFY | CASE STUDY



Partner Background

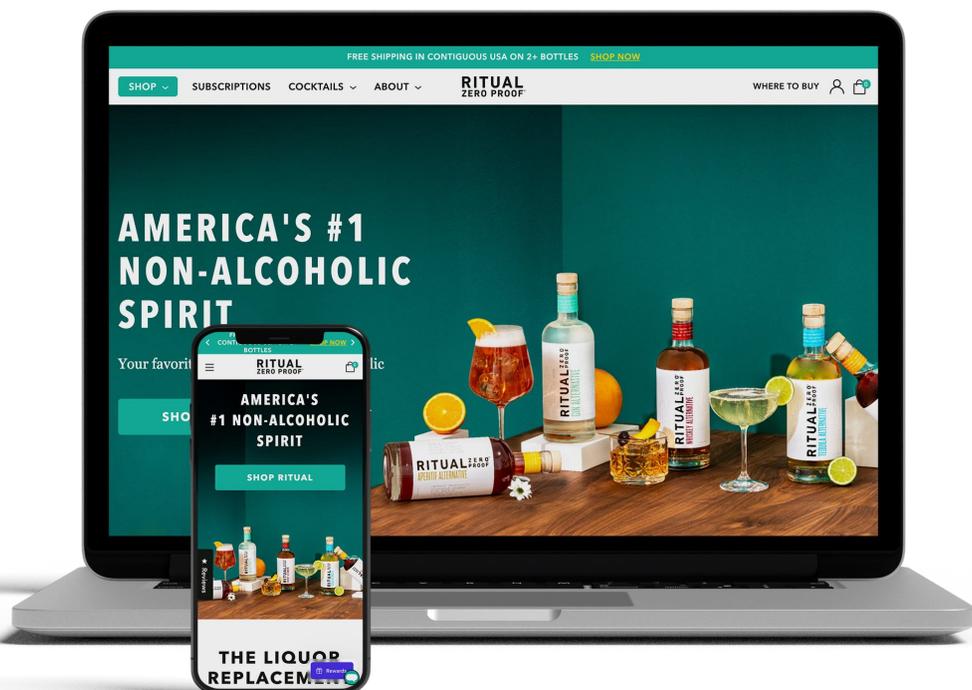
Ritual is the first American-made non-alcoholic spirit brand. They are the #1 brand in the spirit alternative category, offering spirit alternatives for Tequila, Whiskey, Gin, Rum and Aperitif. Their ounce-for-ounce spirit replacement in cocktails makes their product easy to understand and easy to use.



ELECTRIQ X RITUAL ZERO PROOF

“It’s not easy to find an agency that excels in all the areas required to produce successful retention marketing, between strategy, creative and media. We’ve found that well-rounded partner in Electriq.”

Brandon Marick,
Director of Marketing,
Ritual Zero Proof



ELECTRIQ X RITUAL ZERO PROOF

56%

Increase in Flow
Placed Order Rate

220%

Increase in SMS Share of
Shopify Revenue

267%

Increase in clickthrough rate



ELECTRIQ X RITUAL ZERO PROOF



When Ritual signed on with DRINKS AMPLIFY, many of their campaign sends were going out to the entire audience and their SMS program was underutilized.

Their main goals in the first six months of working together were:

1. Improve click rates by creating personalized experiences with the use of zero and first party data.
2. Optimize and expand automated workflows, in both email and SMS, to improve click rates and conversion rates.

How We Did It

The DRINKS AMPLIFY team implemented personalization of messaging into campaigns and flows based on their interests as well as where customers are in their journey in order to deliver relevant content to the customer at the correct time. Engaged segments were set up to ensure list health. Tagging flows were set up to determine a customer's interest based on their most recent interaction with the brand (i.e. viewed Rum, added Tequila to cart, started checkout with Gin, etc.).

Additionally, relevant content was shown based on where a customer is in their journey (ie. subscription benefits content to past purchasers that have not subscribed, Ritual benefits content to non-purchasers, and nurture content to current Active Subscribers).

All of these implementations contributed to increasing CTR 267% for campaigns and 32% for flows from Q3 2023 to present.

ELECTRIQ X RITUAL ZERO PROOF

Including educational and engaging content within the welcome flow and optimizing abandonment, transactional and other existing flows has allowed us to build the customer relationship increasing the Placed Order Rate of flows by 56% from Q3 2023 to present.

As a result of adding more segmented and personalized campaigns and adding in new journeys, such as a conversational Welcome Journey, a personalized Post Purchase journey and more robust abandonment and transactional journey's, SMS share of Shopify revenue has increased 220% from Q3 2023 to present.





READY TO START YOUR
JOURNEY WITH DRINKS?