



Case Study on Amore's Gift Cards

How Amore used Gift Cards
to drive £40,000+ in profit

UK



Case Study on Gift Cards

AMORE USED TALKBOX TO SEND
47,627 SMS WITH GIFT CARDS



Budget

SMS: £2,141

Profit from Social Media: £10,000

Profit from gift card Email/SMS: £30,000+

Total profit of Gift card sales: £40,000+

BLACK FRIDAY & CYBER MONDAY

In the heart of the merchant city of Glasgow, The Parella family sees Black Friday & Cyber Monday as the perfect opportunity to engage their customers with a **great offer**





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AMORE USES TALKBOX TO SEND
56,261 EMAILS WITH GIFT CARDS



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**BLACK FRIDAY &
CYBER MONDAY**

Email



Black Friday

25%OFF

Gift Vouchers

Perfect for Christmas presents for loved ones.

Visit our website to purchase.
www.amoreglasgow.co.uk

CODE - BLACK25

T&Cs Apply





Case Study on Gift Cards

11TH NOV 8AM & 10AM

SUBJECT LINE:

EARLY BLACK FRIDAY DEAL - ENJOY 25% OFF!

Email	Opened	Bounced	Clicked	Unsub
18,488	7,063/38.2%	182	306/4.3%	40

SMS	Clicked	Unsub
15,923	0	40



Case Study on Gift Cards

25TH NOV 8AM & 10AM

SUBJECT LINE:

BLACK FRIDAY...DON'T MISS OUT!

Email	Opened	Bounced	Clicked	Unsub
18,842	6,949/36.9%	171	185/2.7%	41

SMS	Clicked	Unsub
15,922	0	38



Case Study on Gift Cards

28TH NOV 8AM & 10AM

SUBJECT LINE:

CYBER MONDAY... STEAL THE DEAL!

Email	Opened	Bounced	Clicked	Unsub
18,931	7,036/37.2%	136	98/1.4%	57

SMS	Clicked	Unsub
15,782	0	63



Talkbox Testimonial

from Romano



Since using TalkBox, I am targeting my customers a lot more consistently with any promotions I have to offer!



ROMANO PERELLA

AMORE GLASGOW



To get started today contact us at:

hello@impactdata.co.uk

[Or Click Here](#)



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