

# Torrid Counts Down to Highest Revenue Hour in Company History

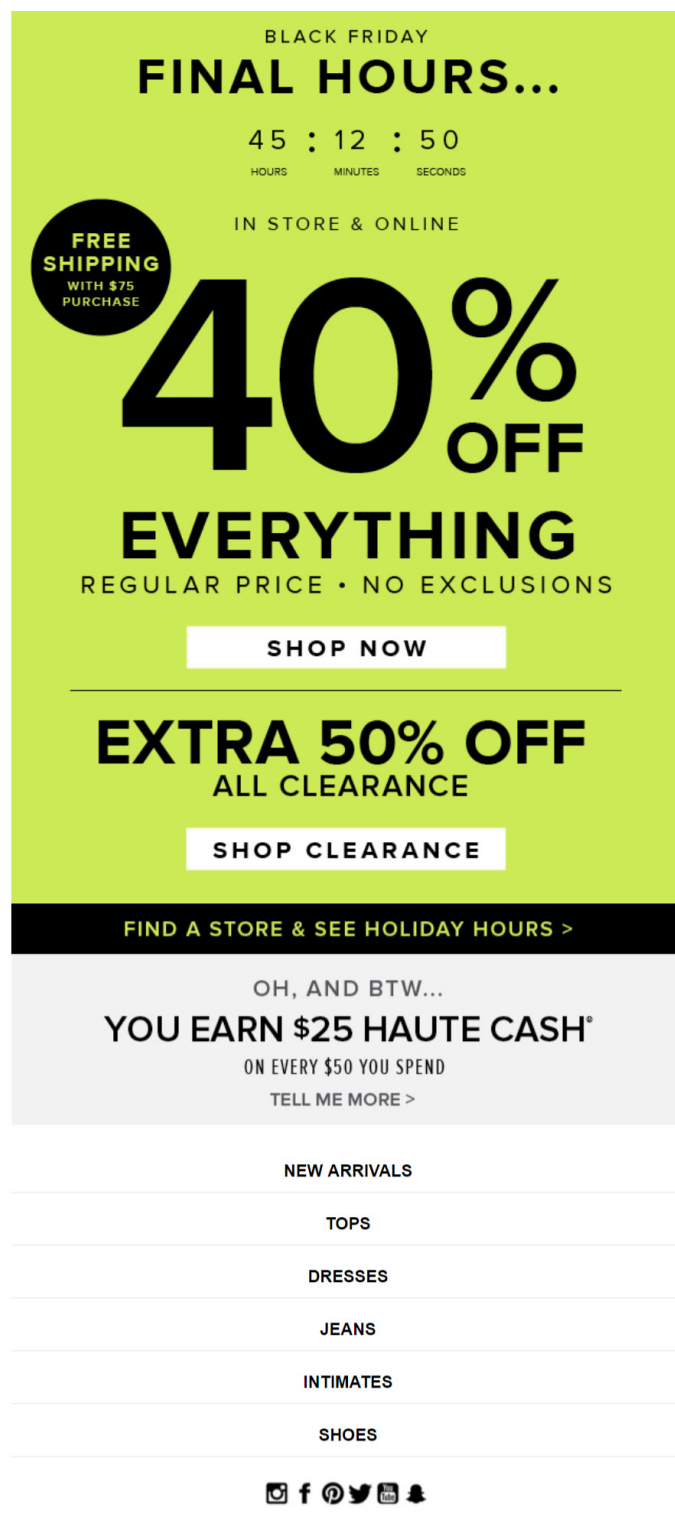
## About Torrid

Torrid's collection of trendy plus-size clothing is designed to fit your curves perfectly. Our brand is about feeling young, sexy and great about yourself. Torrid's stores and online shop are the best place to find everything from party-ready cocktail dresses and curvy maxi dresses to shirts-and-jeans outfits in sizes 10 to 30 – including the latest swimwear, lingerie, shoes and accessories. We never stop obsessing over fit, because one size does not fit all.

## The Need for Better Email Campaigns – and Results

In 2017, Torrid realized that it needed to improve all of its email marketing efforts, including its promotional, branding, and eCommerce emails. While its past campaigns had achieved varying levels of success, Torrid wanted to elevate its overall approach in hopes of increasing sales and revenues.

Torrid chose Liveclicker because of its comprehensive product offerings, including its LiveImage and LiveTimer elements, as well as the overall ease of use of the entire Liveclicker platform, RealTime Email. After seeing all Liveclicker could offer, Torrid was immediately convinced that its solutions could help it overcome its unique business challenges.



BLACK FRIDAY  
**FINAL HOURS...**  
45 : 12 : 50  
HOURS MINUTES SECONDS  
IN STORE & ONLINE

**FREE SHIPPING**  
WITH \$75 PURCHASE

**40% OFF**  
**EVERYTHING**  
REGULAR PRICE • NO EXCLUSIONS

**SHOP NOW**

**EXTRA 50% OFF**  
ALL CLEARANCE

**SHOP CLEARANCE**

**FIND A STORE & SEE HOLIDAY HOURS >**

OH, AND BTW...  
**YOU EARN \$25 HAUTE CASH\***  
ON EVERY \$50 YOU SPEND  
TELL ME MORE >

**NEW ARRIVALS**

TOPS

DRESSES

JEANS

INTIMATES

SHOES

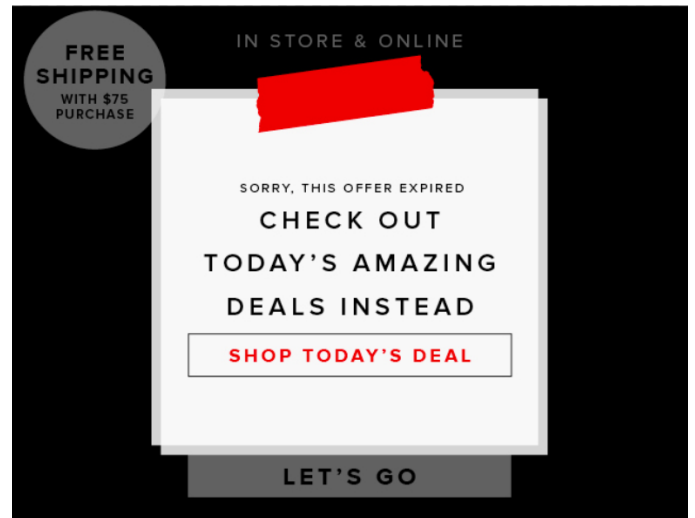


## Immediate Success with High-Pressure Campaigns

First up: Torrid's Black Friday and Cyber Monday promotions. For any retailer, these email campaigns are vital to kicking off a good holiday season, and Torrid was no different. The company had high hopes and specific goals related to increasing traffic (both to the site and stores), driving incremental revenue, and achieving other aggressive goals for the holiday season.

Using the Liveclicker solution, Torrid's marketing teams created highly personalized, extremely relevant content using open-time data and customized messages. They also designed the emails to display a timer that counted down to the end of each live promotion. When the promotion expired, the hero image disappeared, but was replaced by a brief message telling customers to visit the Torrid site to view the latest promotions and deals.

Torrid found that these new emails led to new levels of customer engagement and urgency, both of which increased sales – from the email promotion as well as the site – as well as traffic. Customers paid attention to the countdown timer and made their purchases before the promotion expired. This helped Torrid gain incremental revenue from campaigns sent days, even weeks, earlier.



Even expired promotions led to revenue spikes and new traffic to the retailer's site, with 37% of opens and a 3.6% click-through rate occurring after the sale ended. By being able to change the hero image to push customers to today's sale, these opens and clicks would not have driven sales without the ability to swap content after an email sends.

By any measure, Torrid's email campaigns were a success. Traffic numbers increased. Important email metrics, such as total clicks, total opens, click-through rates, and conversions surged. But most important, Torrid hit the single highest revenue hour in company history and significantly exceeded its revenue goals. With Liveclicker, Torrid was able to achieve goals where they matter most: top-line revenue growth and a stronger bottom line.



## Results

- Gained unexpected traffic and revenue spikes as soon as countdown timers hit zero
- Achieved the highest revenue hour in the company's history
- Significantly exceeded revenue goals
- Increased productivity of aged campaigns despite promotion expiring

*“The Liveclicker platform was easy to use and enabled us to combine RealTime Email capabilities to solve our business use case instead of setting up individual campaigns.”*

## About RealTime Email

Leading brands choose Liveclicker's RealTime Email solution to drive message engagement, conversions and sales. The intuitive platform leverages real-time data from multiple sources so that marketers can deliver truly personalized content, simply and at scale. Liveclicker's flexible integration architecture, rich partner ecosystem and extensive email expertise help clients execute highly relevant email marketing programs that respond to each recipient's constantly changing personal context.