

Case Study: Levi Strauss

Story

- Levi's used Adora to provide a comprehensive view of their consumers' behavior, preferred communication channels, and campaign responses
- Adora enabled Levi's to code automated messages to ensure a seamless consumer experiences based on a personal journey through the Levi's Loop program.

Results

- Levi's received a Return on Investment of more than 50x
- Gold Loerie Award Winning Campaign

From the Horse's Mouth: Candace Gilowey, Marketing Manager, Levi's

- "Adora's performance has surpassed expectations and allowed us to develop a program that has longevity, sustainability, and flexibility. Adora's campaign management allows us to assess in real-time the success of campaigns within particular segments. Response rates are coupled with sales history from PoS to provide us with rich, valid, and credible research to inform our strategy. This campaign management system coupled with the analytics tools ensure that we speak to our consumers in a way that is relevant and meaningful."

