

The Power of Urgency Marketing: How a Popular E-commerce Brand Boosted Daily Orders by 45 Percent on Day One

SUMMARY

A fast-growing e-commerce brand leveraged Quikly's Urgency Marketing turnkey solutions for Shopify to drastically increase performance from day one compared to the prior seven days.

- Launched within five days
- 90% increase in daily peak orders per hour
- 45% increase in daily orders
- 35% increase in total sales

THE BACKGROUND

Back to school is peak sales season for this e-commerce brand. The brand's marketing team is focused on maximizing traffic, session conversions and revenue. Of course, promotions are planned as a key tactic, but the brand knows it needs to be strategic — balancing promotions with the danger of offering too many, discounting too deeply, or causing fatigue among its customers.

THE CHALLENGE

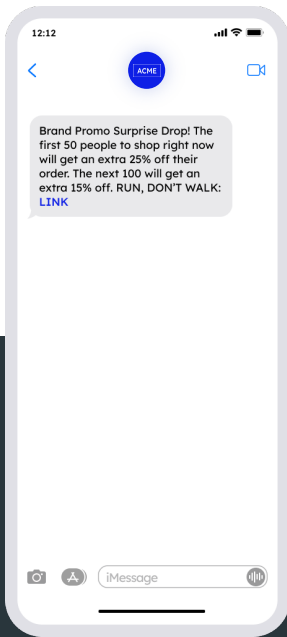
Time was of the essence — the brand's marketing team needed fresh, innovative ways to generate increased response rates from owned channels like email and SMS to spike traffic and maximize site conversion overall during peak season. The solution needed to enhance the promotional calendar already planned out and help reduce inventory levels when it mattered most.

THE SOLUTION

The brand leveraged Quikly's *First to Purchase* promotional solution to increase customers' perceived value and fear of missing out, fundamentally changing promo offer perception for the better. A campaign was spun up to award those who purchased fastest; the faster one bought compared to other shoppers, the better the reward would be. The first 100 orders were captured in the first 32 minutes, a 67 percent increase in orders over the best-performing promo from the seven days prior.

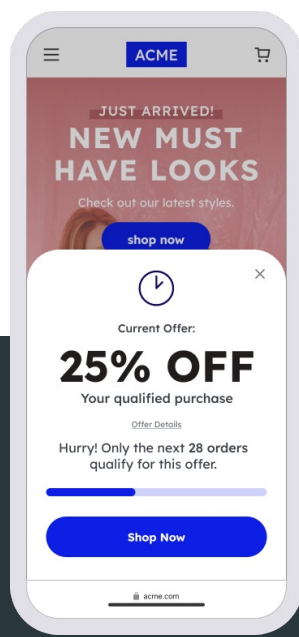
Quikly's technology and team helped make it turnkey to deploy with the push of a button. The brand stood up their first campaign within days using Quikly's Shopify app. Quikly provided a combination of technology, strategy, and tactical deployment components including all consumer interface elements. Results were transparent and followed within minutes of deploying their first campaign.

Here's an unbranded sneak peek at how it worked.



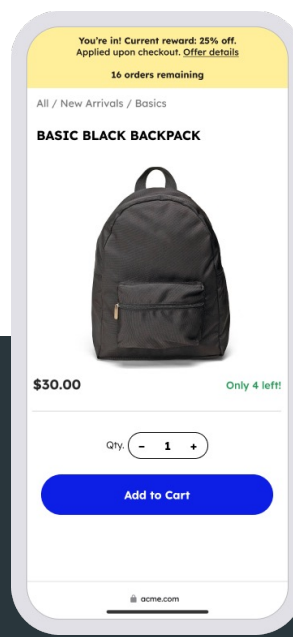
STEP ONE

The brand launched the promo and announced it across various owned channels including SMS and email.



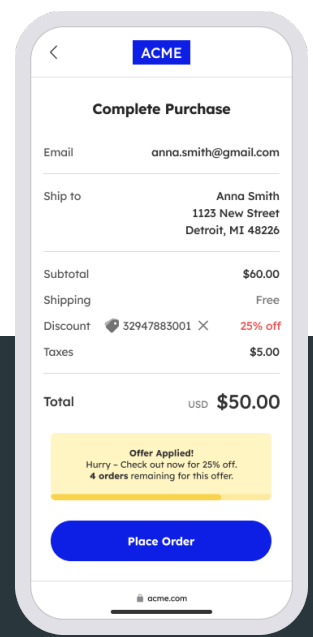
STEP TWO

Customers were prompted to participate immediately on-site. Quikly's UI elements showed a real-time status update across the entire shopping experience to boost urgency-to-act.



STEP THREE

Promotional offers were not secured until a purchase was completed – first come, first served based on purchase conversion.

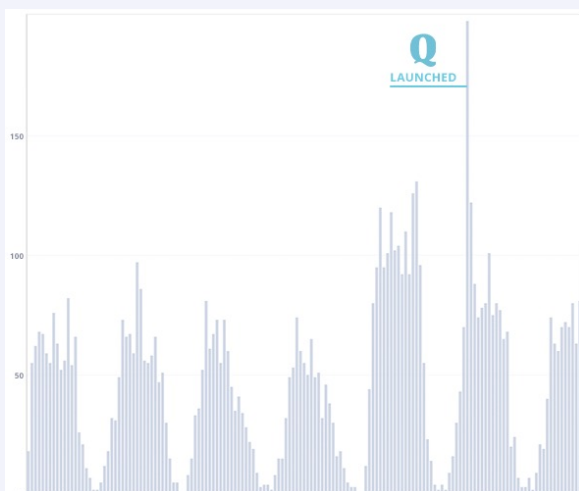


THE RESULTS

The brand instantly saw an impact on day one compared to previous benchmarks including:

- **410%** increase in response rates from their email and SMS subscribers
- **260%** increase in site visit to purchase completion conversion rates

TOTAL DAILY ORDERS BY HOUR



Performance improvements against seven day averages:

- **90%** increase in daily peak orders per hour
- **45%** increase in total orders
- **35%** increase in total sales

The results were so instantly impactful and easy to deploy for the brand's e-commerce team that they decided to adjust their promotional calendar over the next four weeks to incorporate Quikly drops regularly. Their team views Quikly's set of e-commerce offerings as a new and welcome addition to their promotional toolbox going forward – one that can be activated across a wide range of goals and tactics.

