



CASE STUDY - CLUB COMEX

Campaign Revenue Growth of 115% with RCS Business Messaging



CHALLENGE

Low engagement and sales among existing customers



SOLUTION

Upgrading to **RCS Business Messaging** to boost engagement and drive sales



RESULT

RCS campaigns generated a **115% increase in revenue** and a ten-fold increase in click-through rate



I am very pleased with the success of our RCS campaigns as they have led to a 115% increase in our revenue. Switching from SMS to RCS has also helped us increase click-through rates from 2% to 20%. It's a new experience for our customers, giving them clear ideas of inspiration, colors and products through photos, videos and interactive buttons. Ultimately, it helps them easily understand our value proposition when they can visually see the possibilities.

REBECA GONZÁLEZ HUERTA,
Senior Marketing Manager Loyalty and CRM, Club Comex

CHALLENGE

Over the years, Club Comex has used SMS messaging campaigns to deliver offers and information directly to their members. One of the main objectives of these campaigns was to **drive traffic to their website via hyperlinks**. However, they found that the SMS experience was not optimized to encourage a high rate of click-throughs, which typically sat at only 2-3%.

Operating in the paint and coatings industry, they felt their communications should be vibrant and enriched with **images** and **videos** for customers to fully understand their value proposition. While SMS messaging remains the fastest and most universal means of reaching a company's customer base, they were looking for a more illustrative messaging channel.

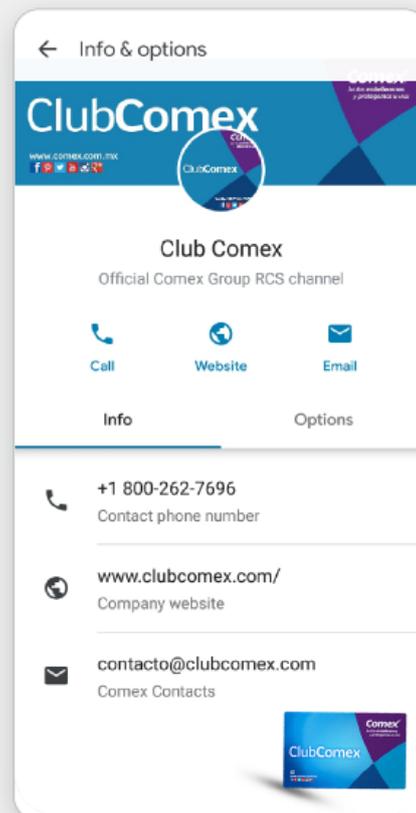
Club Comex
was looking for
the best way to
present their
products

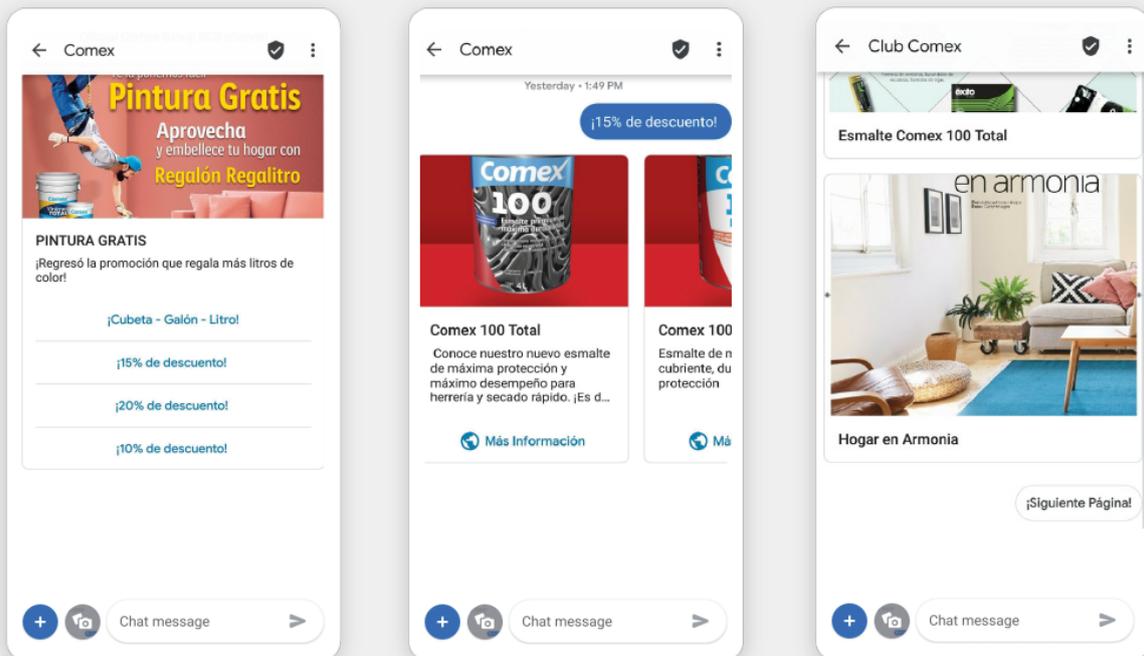
SOLUTION

Club Comex wanted to incorporate the flexibility and functionality of over-the-top (OTT) chat apps into its messaging campaigns while retaining the reliability and reach of SMS. The company saw RCS as an opportunity to explore a range of branded, rich and interactive mobile experiences that could be delivered straight to the default Android messaging app via the RCS mobile messaging platform.

Club Comex ran two campaigns featuring RCS with expert consultancy from Infobip about best practices in engagement.

The first campaign, "Regalon Regalidro", aimed to generate direct sales by giving a liter of paint per gallon purchased. The campaign launched country-wide over a three-day period. This was similar to a campaign they ran over SMS one year prior, but this time **RCS enabled the use of rich branded content and images**. These features ensured higher engagement while also offering testing flexibility and the ability to **track and analyze RCS results in real-time** over Infobip's platform.





The second campaign was focused on spreading the content from “Sensaciones” - the only interior design magazine in Mexico. The objective was to bring inspiration through tips and images so that people would like to refresh their spaces with new colors.

Information was shared with Club Comex members on how to improve and refresh home design, accompanied by **images**, **video**, **audio**, and **web links** to elevate the user experience. The company sent messages featuring articles and stories from the magazine to entice engagement.



RESULT

When delivered via RCS, the first, sales-focused campaign resulted in a **revenue increase of 115%** over the previous year’s SMS communication. Additionally, **click-throughs jumped to 7.9%** from less than 3%.

Their second customer-nurturing campaign using the magazine imagery resulted in a **click-through rate of 20.6%** – approximately **ten times more** than the campaign average with SMS.

With demonstrated success in increasing both revenue and engagement rates, Club Comex continues to deliver more visually appealing and interactive native mobile messaging campaigns to their members via RCS Business Messaging.

The visually appealing and interactive new communication channel generated more click-throughs and revenue by

115%

About Club Comex

Club Comex is the loyalty program of one of the largest paint manufacturers and distributors in Mexico, Comex. Their expansive retail network includes more than 5,000 retail stores and their products are used in an estimated 40 million projects annually. Customers who are members of Club Comex accumulate points with every transaction and are then able to use them for future purchases or exchange them for various prizes.

The Infobip Advantage

GLOBAL REACH AND LOCAL PRESENCE

- ✔ 600+ direct-to-carrier connections
- ✔ Connect to over 7 billion people and things
- ✔ Strong enterprise client base
- ✔ 60+ offices on 6 continents

Our local presence enables us to react faster and have everyday interactions with our clients and partners, providing solutions in-line with their needs, local requirements and based on proven global best-practices.

SCALABLE, FAST AND FLEXIBLE SOLUTIONS

- ✔ Best-in-class delivery rates
- ✔ High speed and reliability
- ✔ Low latency
- ✔ In-house developed platform

Our solutions are created to adapt to the constantly changing market and communication trends at speeds and levels of precision and personalization that only an in-house solution can offer.

REMARKABLE CUSTOMER EXPERIENCE

- ✔ Technical expertise
- ✔ Solutions consultancy
- ✔ Customer success management
- ✔ 24/7 support and network monitoring

Global account management, tech and support teams ensure the best experience, from solution rollout to revenue generation and consultancy.

To see the full potential of RCS, download the factsheet, visit us, or [arrange a call](#) with an RCS expert near you.

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