

**ABOUT:** Client: P & Co  
 Site: pand.co  
 Sector: Fashion (men & women)

Provision & Co (P&Co for short) is an innovative online fashion brand, built from nothing but a love of moto culture, flash tattoos and imperfect design. Founded in the UK specialising in motorcycle, surf and skate apparel. A brand wanting to create and provide clothing for the thrill seekers, the risk takers & the wild ones.

**Outfitters for the wild!**



## Q&A: WITH CEO / CO-FOUNDER

What was the rationale behind choosing Retain.me and the SMARTSlip® solution?

We value user experience, it's at the top of everything we do, and we wanted to make sure when our customer received the items they purchased that they were excited about every element of their delivery (even the confirmation/thank you slip). We spend time and resource creating the assets we use on digital platforms, and wanted a way to highlight this in real life marketing material such as printed media. By using the SMARTSlip we can promote various marketing messages and keep the customer excited and engaged.

What expectation was there from the implementation of SMARTSlip® and how was this expectation measured? e.g. KPI's

The expectation for us was going to be down to...

- Uplift on retention
- Organic Social Media Posts about the SMARTSlips
- Word of mouth around the experience we offer

Did the solution meet these expectations and how?

Yes. We saw an uplift in retention especially on first to second order, social posts and also emails from our customers commenting on how good their experience was.

Is it still meeting these expectations?

100%

Have you run any campaigns through the SMARTSlip®? e.g. discount or friend referral campaigns. If so what were they and were they successful?

15% off next order for 1st time customers - Yes this has worked.  
Our Competition we've had more entries.  
Collection teasing wanted people to share these exclusive announcements.

Are there any future campaigns planned for SMARTSlip®?

Of course - we want to test Free Returns and also make the Slip more engaging for VIP customers.

Have you run similar email campaigns simultaneously? if so how did the results compare?

We're yet to test cross campaigns but its on the radar, we wanted to communicate a consistent message across platforms but the next stage is yes working on A/B testing.

Could you explain how the experience of implementing and integrating SMARTSLIP® was?

The team were very helpful and always willing to listen to our needs and assist when needed. The new portal is working really well and we're getting a lot of use out of this.

