DRINKS X
RITUAL ZERO PROOF

Electriq, A DRINKS Company | CASE STUDY

Partner Background

Ritual is the first American-made non-alcoholic spirit brand. They are the #1 brand in the spirit alternative category, offering spirit alternatives for Tequila, Whiskey, Gin, Rum and Aperitif.

Their ounce-for-ounce spirit replacement in cocktails makes their product easy to understand and easy to use.

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The Goal/Objective

When Ritual first signed on with Electriq, many of their campaign sends were going out to the entire audience and their SMS program was underutilized.

Their main goals in the first six months of working together were:

1. Improve click rates by creating personalized experiences with the use of zero and first party data.

2. Optimize and expand automated workflows, in both email and SMS, to improve click rates and conversion rates.

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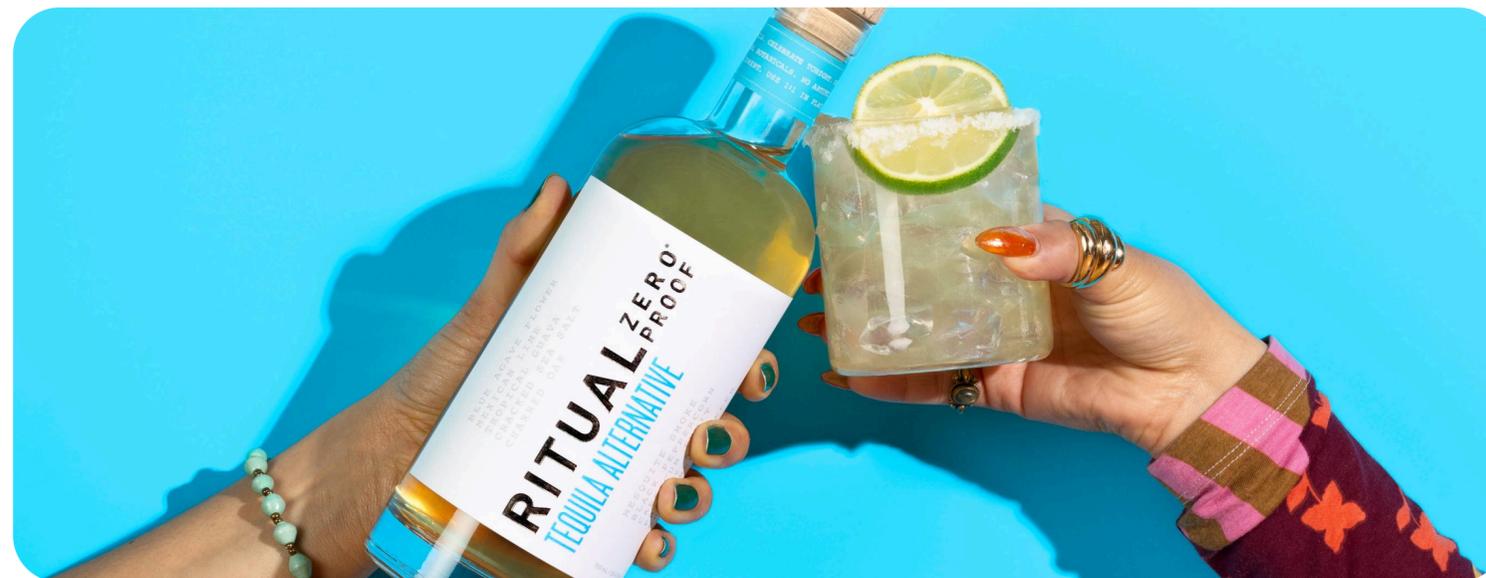
" It's not easy to find an agency that excels in all the areas required to produce successful retention marketing, between strategy, creative and media. We've found that well-rounded partner in Electriq. "

Brandon Marick, Director of Marketing
Ritual Zero Proof

56%
Increase in Flow Placed Order Rate

267%
Increase in clickthrough rate

220%
Increase in SMS Share of Shopify Revenue

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How We Did It

The Electriq team implemented personalization of messaging into campaigns and flows based on their interests as well as where customers are in their journey in order to deliver relevant content to the customer at the correct time. Engaged segments were set up to ensure list health. Tagging flows were set up to determine a customer's interest based on their most recent interaction with the brand (i.e. viewed Rum, added Tequila to cart, started checkout with Gin, etc.).

Additionally, relevant content was shown based on where a customer is in their journey (ie. subscription benefits content to past purchasers that have not subscribed, Ritual benefits content to non-purchasers, and nurture content to current Active Subscribers) All of these implementations contributed to increasing CTR 267% for campaigns and 32% for flows from Q3 2023 to present.

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Including educational and engaging content within the welcome flow and optimizing abandonment, transactional and other existing flows has allowed us to build the customer relationship increasing the Placed Order Rate of flows by 56% from Q3 2023 to present.

As a result of adding more segmented and personalized campaigns and adding in new journeys, such as a conversational Welcome Journey, a personalized Post Purchase journey and more robust abandonment and transactional journey's, SMS share of Shopify revenue has increased 220% from Q3 2023 to present.

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READY TO START YOUR JOURNEY WITH DRINKS?