

Triggered Messaging Reaches 100 Customer Milestone

Contributed by Triggered Messaging
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Triggered Messaging, the real-time behavioural marketing company today announced that it has flown past the 100 customer milestone. The growth of the company in just one year can be attributed to making powerful behavioural marketing technology and techniques, which have traditionally been the preserve of large organisations, accessible to all retailers.

Since launching in 2013, Triggered Messaging has established an impressive customer-base including high-profile brands including H&M, Moss, Alex and Alexa, Jigsaw, Kuoni, Thorntons and White Stuff. The company uses sophisticated real-time relevant cross channel personalisation to engage with customers and drive sales. The menswear specialist Moss Bros, attributes 5% of total online sales to the activity managed with Triggered Messaging.

CEO of Triggered Messaging, Mike Austin comments: "We started the company with a mission to help every online retailer improve their customer experience to increase online revenue and customer engagement. Such has been the success of our unique approach we are now coming to the attention of leading e-commerce brands globally."

Triggered Messaging customers can get started quickly without the need for major up-front investment. As they use the Triggered system and learn its capabilities the natural progression is to introduce more advanced personalisation. Austin adds: "Retailers may have an inkling of what shoppers look at and buy, but they don't have actionable data to feed their marketing communications. Even if they can get the actionable data, manually turning that into marketing messages is a laborious process that our real-time relevant approach eliminates."

Prices start from £500 for a one-off license and a £100 per month subscription. Â

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