



310 NUTRITION

How 310 Nutrition Drives \$100K in Weekly SMS Revenue—on Autopilot

CASE STUDY

310 Nutrition's passion is helping customers improve their lives by providing proven solutions that fit their lifestyle. They help customers develop clean eating habits, staying active with the support of an engaged community, and starting the journey to healthy living.

RESULTS

\$100K+
weekly SMS revenue

59x ROI
on automations & campaigns

Reply-to-Buy enabled texting
for frictionless upsells
✓ **\$2.65+**
per text with 0 clicks

75,000+
compliant SMS subscribers
✓ **Integrations**
with 3 different checkouts

OVERVIEW

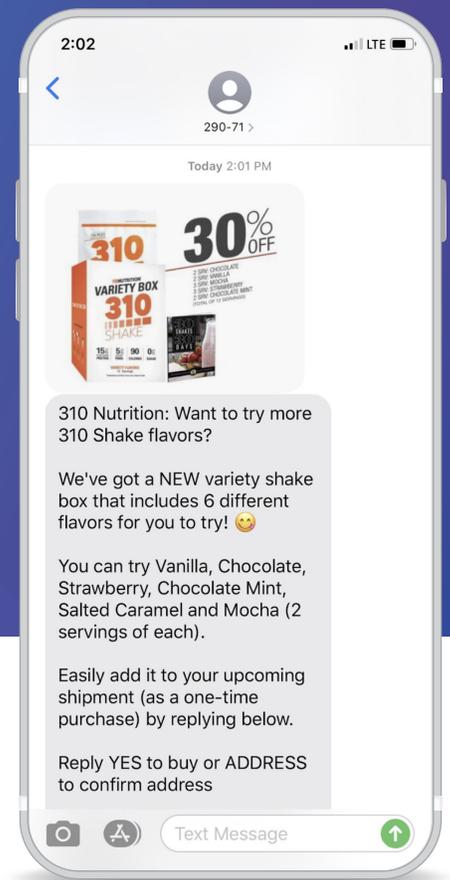
310 Nutrition was exploring SMS as a marketing channel, but needed to see great returns without dedicating much bandwidth.

SOLUTION

With a few clicks, 310 Nutrition was able to seamlessly integrate Postscript with their entire core tech stack—Shopify, their subscription software, ReCharge, upsell software, CartHook, and the helpdesk software, Gorgias. This integration furnished them with industry-leading text support, Reply-to-Buy capabilities, and seven highly targeted SMS automation flows.

"The Postscript app is intuitive to use and provides powerful segmenting capabilities, a well-done integration with Shopify, and a straightforward way to set up campaigns. We've seen immediate results after just a couple of targeted campaigns—well worth the investment."

~ 310 Nutrition



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