

# Sims Music Increases Email Engagement and Improves Customer Experience with Ascent360



## KEY STATS

Email open rates increase to 34% using segmentation

Welcome series generates over \$60K in revenue

Each ad-hoc email send generates approximately \$12K in revenue

Sims Music is a music retailer founded in 1979 that specializes in instrument sales, repairs, and lesson programs. Since their beginning as a small guitar teaching studio, they have grown significantly to become the leading music retailer in the Carolinas, offering a wide range of instruments and services to musicians.



## CHALLENGE

As their service offerings continued to grow, Sims Music needed a tool that allowed them to ditch the “batch-and-blast” method of traditional email marketing and send more personalized emails. They realized that customer feedback revealed a sense of frustration surrounding irrelevant communications, such as drummers receiving emails about ukulele lessons.

Sims Music also found it difficult to create and manage campaigns because manually building emails from scratch was time-intensive and challenging to keep up with. They needed a tool that could provide easy-to-use templates and automate multi-touch campaigns so they could focus on customer service and other frontend tasks.



## SOLUTION

By relying on Ascent360, Sims Music can now segment their audience by specific product and service needs to enhance the customer experience, all while saving time on the back end. With the power of sophisticated segmentation, customer feedback has improved significantly thanks to tailored product marketing. The tool also enables them to have better control over the progression of their sales funnel.

Sims Music has crafted several automated campaigns, such as initial welcome series and post-purchase retention emails that have generated over \$60K in total revenue. Simply building campaigns with multiple automated touchpoints has allowed them to promote relevant products and services over time, such as buying new drumsticks or recycling old guitar strings. Much of the benefit of automation is the ability to “set and forget” these tailored campaigns on the backend while they focus on other critical business operations.

Sims Music has seen an increase in their eCommerce sales, thanks in part to the Ascent360 platform making it easy for them to connect with more customers, both regional and national.