



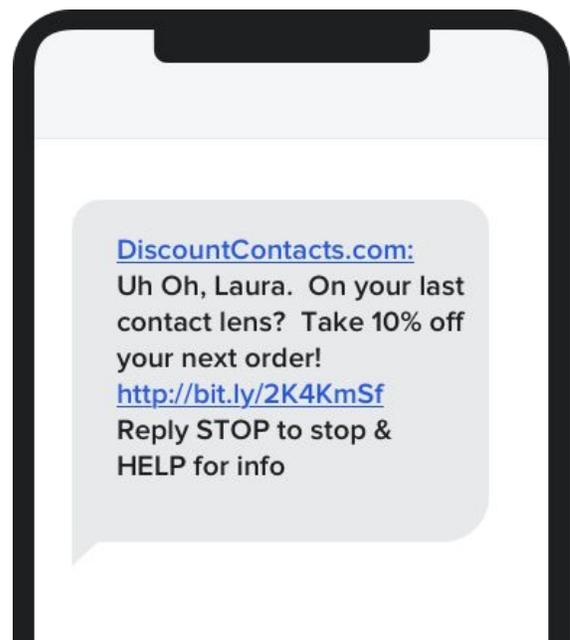
AC Lens:

AC Lens Sees 106% Higher Conversion Rate With Mobile Deep Links

Back in 1995 when the internet wasn't even considered mainstream yet, Dr. Peter Clarkson, had a revolutionary idea. He was convinced that the new and unorthodox platform might just be the perfect marketplace for contact lenses. Despite a few eye rolls, he built his first website, got an 800 number and within hours of launching, he had an order. AC Lens has since grown to be one of the largest online full-service eyewear supply companies because of one man's idea to conquer the uncharted frontier of the internet.

That spirit of finding new ways to make everyday purchases hassle-free is still in abundance at AC Lens today. Adopting new channels to meet customers where they are at, they wanted to roll out SMS campaigns so customers can just click a link in a text message to order contact lenses. They debated building their own link shortener, but decided to go with the market leader, Bitly, so they can quickly and easily implement not just a link shortening solution, but also take advantage of advanced features like mobile deep links and integrating with other marketing platforms.

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Using mobile deep links and integrating with their Twilio platform, AC Lens can now broadcast text messages with personalized links to customers.



“Without short links, we couldn’t do text messaging,” states Robert Drumm, Director of Marketing. “We want to be able to tell our customers as much information about their situation as possible without a long link taking up a lot of real estate in the text. We needed Bitly to make this happen so we can market and message the way our customers expect.”

Mobile Deep Links Enable One Click Orders

Prior to implementing Bitly, the limited character count for SMS tracking messages was mostly absorbed by AC Lens tracking codes appended to a long link. This left little room for branded messaging. Worse, these long tracking urls would sometimes “break” in the middle into two messages, rendering them useless to the consumer.

“If we look at our historical SMS messages, they were a bit messy,” said Kenneally. “We had to squeeze in a 16-digit barcode and domain. It did not give us a lot of space to be able to craft any other communication.”

106% Higher Conversion Rate

The results are outstanding. They have seen a 106% higher conversion rate on SMS compared to email. “Customers who engage with the text are far more engaged than an email recipient. Many customers who get an email may click through and browse our website whereas an SMS recipient thinks ‘Oh, time to re-order. Click. Buy. Done,’” observes Drumm. Of the alternative channels they offer - SMS, mobile app, voice shopping via Alexa, and subscription service - SMS has the fastest adoption rate and highest conversion rates.

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“I’d call our Bitly implementation a homerun,” declares Drumm. “We were able to very quickly set up highly personalized SMS campaigns with short mobile deep links that make purchasing super easy. And the results speak for themselves!”