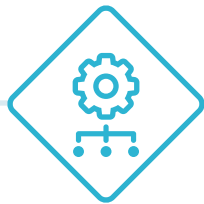


# Active Lifestyle

## Westchester Yoga Arts



### Reviews:

**367% increase** in reviews generated across social channels

### Feedback:

**Over 100** feedback messages received from customers

### Loyalty:

**76** loyalty offers claimed, driving repeat business

### Texts:

**23** customers opted in to be contacted via SMS



*"Seasonally, we have experienced a cyclical lull in attendance for the winter, but Signpost has definitely fixed that. With Signpost's help, our attendance for yoga classes has done better than in the previous 9 years."*

-Wendy Vigroux, Westchester Yoga Arts



### Generated New Customers

- ◇ Built detailed customer profiles from contact data for email and SMS remarketing
- ◇ Automatically generated reviews to improve business listing, which drove online traffic into in-store traffic
- ◇ Encouraged new referrals by sending existing customers offers to share



### Engaged Current Customers

- ◇ Automatically sent loyalty emails and SMS campaigns with the right messaging at the right time
- ◇ Used special loyalty offers to convert interested consumers to new customers
- ◇ Garnered valuable insights from customer feedback via automated remarketing