



Painting with a Twist

"Signpost is an extremely affordable and well thought out CRM (Customer Relationship Management) system that automatically captures customer data through their interactions with our company. Overall, I am very happy with their service and the results we have achieved."

MIHIR PARANJAPE, OWNER
PAINTING WITH A TWIST EVANSVILLE

Signpost Solution

Signpost was able to deliver on Painting with a Twist's (Evansville) objectives through the robust automation engine which powers the technology. Unlike other marketing platforms, Signpost automatically collects incoming phone and email data to create detailed contact records. The contact records are then emailed review, referral, feedback, and loyalty offers, automatically. The all-in-one solution ensures that your brand is always in front of the right consumers, and keeps them coming back.

Find out how Signpost can help grow your business. Visit signpost.com or call (855) 606-4900.

Get started

The Challenge

Painting with a Twist, Entrepreneur Magazine's #1 Ranked Franchise, is enjoying incredible growth. With over 2 million customers at over 229 locations their unique concept pairs instructional art with friends. With each location growing in popularity, they needed a comprehensive system to help them get found, automatically capture their customer data (by location) and a way to remarket to that customer base to keep them coming back. These were particular challenges for the Painting with a Twist Evansville location and they looked to Signpost to solve them.

The Results

Reviews: Signpost has generated [184 positive reviews](#) that not only improves Painting with a Twist's digital presence, but drives new customers into the business.

Feedback: Mia's email automation has driven [1,990 feedback responses](#), providing the business with valuable and actionable insights on their customers.

Offers: Over [397 offers](#) have been claimed from their customer list. Automating this effort drives current customers back to the service.

Customer Records: Signpost has helped build and maintain over [13,008 customer profiles](#), allowing them to generate even more results across with best in class automated campaigns.

SMS Marketing: The [153 customers](#) opted-in to text message marketing receive messages [8x more](#) engaging than email.