



# BUILDING A CUSTOM SMS OPT-IN SOLUTION

How Our MarTech Strategy Generated 60,000+ Mobile Opt-Ins in Under One Year

CASE STUDY

## THE CHALLENGE

For a high-growth retail brand, the ability to capture and own customer data is the difference between passive transactions and long-term loyalty. The client faced a significant gap in direct-to-consumer (DTC) communication. Relying on traditional social media and broad-reach promotions, they lacked a centralized, compliant, and high-conversion mobile channel to engage customers in real-time. They needed a technical partner to vet the landscape, architect a platform, and scale an opt-in engine without disrupting existing operations.

## THE SOLUTION

Fynch deployed a comprehensive Mobile Opt-In strategy, moving the client from fragmented data collection to a strategic powerhouse of owned audience growth.

- **Technology Vetting:** Fynch conducted a rigorous audit of enterprise SMS/MMS platforms, prioritizing compliance (TCPA/CTIA), flexibility, and high-volume deliverability.
- **Platform Orchestration:** We architected the full stack, setting up shortcodes, keyword triggers, and seamless integrations with existing promotional workflows to ensure a frictionless user experience.
- **Strategic Scaling:** By leveraging existing physical promotions and layering in new digital capabilities, Fynch transformed every customer touchpoint into a conversion opportunity.

## STRATEGIC EXECUTION

Fynch maximized the impact of the mobile program by integrating it directly into the client's high-energy promotional calendar. We replaced manual lead collection with automated keyword triggers, allowing the brand to capture interest at the peak of customer excitement. By optimizing the "opt-in friction," our team ensured that the transition from a physical promotion to a digital subscriber happened in seconds.

### THE ADVANTAGE

By removing technical friction and vetting the right MarTech stack, Fynch enabled the client to focus on their core business while we built a high-value digital asset. This hybrid model of technical expertise and strategic execution ensures that our clients don't just reach an audience—they own the conversation.

## RESULTS

Fynch provided the foundational MarTech expertise and dedicated MarOps support necessary to transform a complex promotional plan into a highly successful mobile-first strategy with long-term communication opportunities for the brand:

- **Rapid Growth:**  
Achieved **60,000+** verified mobile opt-ins in less than 12 months
- **Audience Velocity:**  
Scaled from zero to a high-intent subscriber base with a **300% increase** in monthly growth rate by month six
- **Conversion Peak:**  
Integrated keyword campaigns during promotional windows saw a **45% lift in same-day engagement** vs. previous non-mobile periods
- **Channel Efficiency**  
Established a direct-to-consumer channel with **98% open rates**, significantly outperforming traditional email and social reach

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