

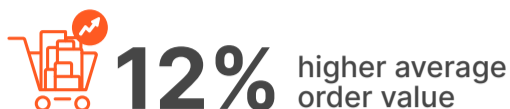


Upstream helps brands achieve a **12% increase** in average order value

Brazil's Consumer's Week 2023

Consumer's Week in March is one of the most highly anticipated e-commerce events in Brazil attracting millions of consumers. From soaring sales to sky-high opt-in rates, this event provides the perfect opportunity for brands to ramp up their revenues after a slow start to the year. **Upstream**, a leader in e-commerce marketing automation, **partnered with 12 brands in Brazil** and **helped them achieve impressive results** during this week.

Upstream's mobile messaging solution resulted in



CHECK OUT OUR 4 WINNING STRATEGIES TO DRIVE E-COMMERCE SUCCESS

1 SEASONAL EVENTS The prime time for your contacts' collection strategy

Consumer's Week proved to be an excellent opportunity for brands to leverage the surge in their e-shop traffic. We helped brands run **optimized on-site campaigns** and **collect more phone numbers**, ultimately increasing their customer base.

Consumer's week VS The rest of March

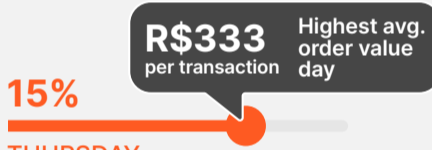
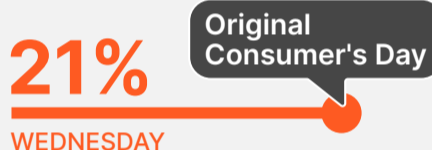


2 FROM ONE-DAY WONDER TO WEEK-LONG FUN Investing in a full week of activities

By spreading out promotional activities over a full week, e-commerce brands were able to **reach a wider audience** and **generate higher sales**. This strategy not only boosted revenue, but also helped create a bigger customer base, which is crucial for long-term success.



% Revenue breakdown
13- 19 March 2023

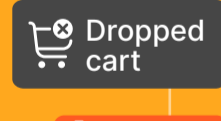
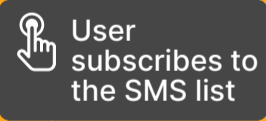


3 JUST AT THE RIGHT TIME Score big with triggered messaging before everyone else

Triggered messaging performed great - even greater than Black Friday - proving that **customers are all about these text messages**. Also, communicating this sales extravaganza to customers that haven't heard about it before turned out to be an early mover advantage.

Welcome series

Introduce your brand to new subscribers



Welcome! Stay tuned for Consumer's Week updates.

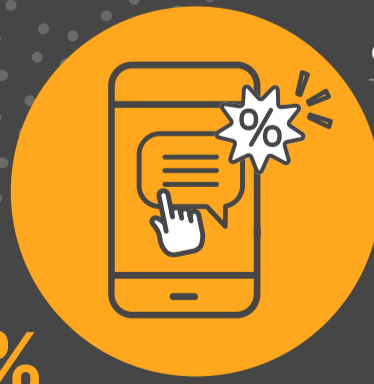


1hr later

Your cart is waiting!

4 BE THE LOUDEST ON THE BLOCK Reactivate your customers with engaging broadcast messages

Broadcast campaigns are a game changer when it comes to **building anticipation for a big event** and **boosting sales**. Weekly promo messages captured the customers' attention and incentivized them to make the purchases.



*15% of the revenue Upstream generated for its partners during Consumer's Week was from broadcast campaigns.

Sources: Upstream's Proprietary Data 13 - 19 March 2023, Brazil

Trusted by:

