How a mainstream DTC brand improved the customer experience and made $1,500,000 with Messenger marketing

Learn how BlendJet dramatically improved customer engagement and loyalty using Facebook Messenger for marketing.

Case Study
About BlendJet

BlendJet, the original portable blender has become a household name for fitness enthusiasts.

It was featured in mainstream public outlets like Today.com, Yahoo Entertainment, Wired and NBC News and it’s sold at Urban Outfitters. The BlendJet team was breaking sales records month after month on their Shopify Plus store and wanted to keep up their growth.

To make sure that their business continues to scale, they started using Facebook Messenger to engage their audience, improve customer loyalty and satisfaction, and to make more sales. Sending automated, personalized marketing messages to visitors on Facebook Messenger made them more than $800,000 in a single year.

Now, they rely on Messenger ads, Facebook giveaways and product quizzes to keep their fans engaged and maintain their sales growth.

Since the beginning, BlendJet has generated more than $1,500,000 on Facebook Messenger using Recart. Read on to learn how they do it.

By the numbers

$1,500,000
Extra revenue generated

544,000
Messenger subscribers

89,9%
Open rate on cart abandonment campaigns

Get a Demo
Even if you’re selling the world’s most powerful portable blender, there are tough obstacles to face.

As a merchant, one of your biggest challenges is communication with shoppers and customers. The average cost per click increased 800% in the past 5 years while email engagement rates dropped by 50%. High-growth brands have to adapt to this new era in innovative ways, such as adding new communication channels like Facebook Messenger.

On Facebook Messenger, the average open rate is 90% while the average click rate is close to 15%. Given the engagement rates and the fact that about 90% of all smartphone users in the US have Messenger installed, for BlendJet, this new channel became hard to ignore. Little down the funnel, BlendJet faced another big challenge: cart abandonment. After having achieved initial success, they eventually saw how much money was being left on the table when prospects left the store without buying products added to their carts.

BlendJet’s founders knew they could take their business to a whole new level with an effective solution to their problem. Later by meeting Recart, in the first year alone, BlendJet was able to recover 14,640 abandoned carts, adding a whopping $400k to their bottom line sales.

“**You’re always competing for people’s time and attention, and the most expensive part of getting a new customer is getting them to your website. So you do anything you can to make sure they stay on your website or come back and complete the purchase.**”

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Ryan Pamplin
CEO of BlendJet
It all started last summer when a Shopify Plus representative introduced Ryan to Recart. Ryan was looking for “the number one thing to use aside from just using Shopify Plus”. This is what he shared with us:

The rep said ‘I’ll tell you that the best-kept secret is Recart. And if you use Recart, you will get ROI. You can launch Recart and message everyone who abandons a cart on your website and you will see a HUGE ROI.’

I trusted Shopify, and I thought well if Shopify recommends it, it must be great, right?”

The decision to use Recart came without any hesitation. Ryan continues: “We wanted to try it because we felt confident that it was going to work. Given our audience, it sounded like it was something that would work. Facebook is where we’re finding a lot of our customers and where they’re finding us.”

### Growing BlendJet’s Messenger

Every Messenger conversation starts with an opt-in. Just like with email marketing, you’re not allowed to spam people out of nowhere. Opt-in has various forms. Merchants can use popups, widgets, Click to Messenger ads and Sponsored Messages to open conversations with their customers. To build an engaged Messenger list, BlendJet had to nail their subscription strategy.

One of the most effective ways to capture Messenger subscribers is through popups. Recart seamlessly integrates Messenger subscription with your popups so that it’s easy for customers to subscribe to email and Messenger.

Store visitors don’t have to type in their email addresses, eliminating a tedious task, especially on mobile. In all the tests we ran with our Shopify Plus customers, Messenger popup captured more subscribers than a regular email popup.
BlendJet starts their Messenger experience from a popup which triggers a Welcome Flow that: 1) builds a strong relationship between them and their customers by teaching them about the product, and 2) reminds customers about unused discount codes, solving the problem of discount abandonment.

When a brand has a strong Messenger subscription strategy, it usually converts 7-10% of all website visitors into Messenger subscribers. Now, what’s even more important than subscription?

Engagement. Messenger allows BlendJet to communicate with customers much more efficiently than email. Most of those conversations are fully automated by Recart and push customers towards making a purchase.

It’s crucial to understand that brands shouldn’t ditch email marketing efforts and switch completely to Messenger. Just go wherever your customers are.

In BlendJet’s case, most of their customers are on email and Messenger, so they implement popups to capture both Messenger and email subscriptions to leverage both channels.
Recart is capable of much more than just recovering abandoned carts. But setting up and optimizing their Abandoned Cart Messenger Campaign took some work in order to solve cart abandonment. BlendJet sends out reminders for unfinished orders 2 times:

1 hour after the abandonment

23 hours after the abandonment

Being early adopters of Facebook Messenger marketing, BlendJet has truly reaped its benefits. Recart has generated more than $1,500,000 extra sales for BlendJet, including $520,000 made through abandoned cart recovery. But there’s more to it than just revenue.

BlendJet + Messenger marketing

Generating product reviews

Recart is capable of more than recovering abandoned carts. Another problem the BlendJet team identified was customer trust. Today, trust is a rare commodity where it’s hard to convince anyone to trust your brand. So the main challenge here was to prove to people that the product does what it promises and that people love it.
When asked about what made BlendJet choose Recart, Ryan said that “other solutions worked fine but it's different”.

BlendJet started using Loox and Recart together, to generate photo reviews of their products. Loox enables Shopify merchants to capture beautiful and honest product reviews with photos. Real product reviews drive up ecommerce conversion rates.

As Loox and Recart apps integrate with each other, Recart sends out Messenger campaigns to BlendJet customers to capture an honest review of the products with photos.

As Messenger single-handedly outperforms email in terms of open rates and click-through rates, the number of reviews skyrocketed. Today, BlendJet has more than 6,000 product reviews with photos from real customers.

Ryan: “Recart is a unique solution”

When asked about what made BlendJet choose Recart, Ryan said that “other solutions worked fine but it's different”.

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They just don’t have the open rate that Recart has and they don’t have the same kind of engagement and response rate. People get a lot of emails — they ignore emails. But it’s hard to ignore a Facebook Message.
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Indeed, Facebook Messages are hard to ignore as people spend 58 minutes on Facebook every day on average. Due to Facebook’s ruling popularity, your store’s messages can easily achieve high open rates. BlendJet has 84.90% open rate and 11.40% click rate.
“I just want to say to anybody who has a good brand and a good ecommerce store that there is no better option, there is nothing out there that does what Recart does. So if you’re not using this to win back customers who are coming to your site and leaving, then you’re leaving an enormous amount of revenue on the table. I don’t really see a way that someone would implement Recart and then not see positive ROI.”

Apart from the exceptional revenue growth, Ryan appreciates the customer care.

“Your service is above and beyond what I experienced from any other Shopify vendor or almost any other vendor of any software. Your CEO shows up at my office and spends hours here making sure we’re successful. It’s a pretty impressive level of service.

The product works on its own but the service you provide, the recommendations, the help – it all takes it to a different level. And it really guarantees that you’re not only going to be successful but you’re going to be successful at a scale that is, probably, unbelievable for a lot of people who haven’t tried Recart.

And once they try it, they see it for their own eyes, and they’re very happy… and they probably really don’t want their competitors to find out about it.”

John Zheng and Ryan Pamplin, the co-founders of BlendJet and Soma Toth, the CEO of Recart

Want to see Recart in action?

Get a Demo