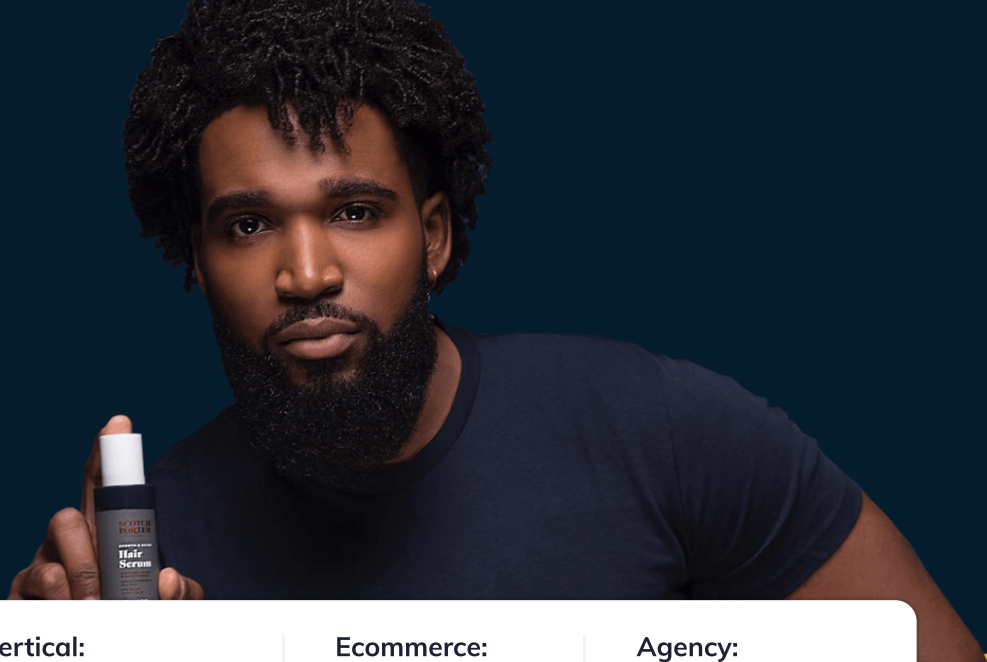




CASE STUDY:

**SCOTCH
PORTER**

INTEGRATION:



Website:
scotchporter.com

Vertical:
Men's Personal Care

Ecommerce:
Shopify

Agency:
Lunar Solar Group



64% increase
in Review Request Click
Rate



12% increase
in Review Generation



Improved
Customer Experience

Scotch Porter is a grooming brand offering affordable luxury to men chasing that “fresh from the barber” high. With a strong focus on natural ingredients and multi-functional products that meet (and exceed) everyday expectations, Scotch Porter has built up a strong following of dedicated customers who love the brand's empathetic approach to hair and skincare.

Scotch Porter was already benefiting from a high performing review request sequence. They understood the power of leveraging customer reviews & UGC and were interested in exploring what further lifts could be achieved by sending review requests via SMS. By adopting the new Okendo-Postscript integration, Scotch Porter has been able to benefit from their customers' experience in a whole new way, with immediate and efficient feedback from their community via SMS.