

Case Study · NYSE-Listed CBD Brand · 2025–2026

23.72% reply rate. 4x the industry.

How a publicly traded CBD brand used Tailored's iMessage AI to achieve reply rates that dwarf every SMS and email benchmark.

23.72%

Reply Rate

\$11,016

Recovered

\$95.79

Avg Order Value

NYSE-Listed CBD Brand

NYSE-listed · US-based · \$19.1M annual revenue (FY2025) · 77% DTC eCommerce

CBD tinctures, gummies, topicals, pet products. Third consecutive year of operating improvement.

\$19.1M

Annual Revenue

FY2025 · NYSE listed

~\$74

Store AOV

Broad product mix

iMessage

Platform

Tailored AI recovery

THE CHALLENGE

Email recovered 3–5% of carts. SMS got 5–8% replies. the brand needed a channel that felt personal — not promotional.

Real conversations. Blue bubbles.

01

Cart abandoned

Customer leaves the brand's site

02

iMessage sent

Personalized from 'Emma from our team'

03

Customer replies

Questions, discounts, engagement

04

Purchase recovered

Order completed with tracked code

REAL CUSTOMER CONVERSATIONS

Hey Janie, this is Emma from our team. Want me to check on a discount?

Sure. I already ordered just now.

That's awesome! Glad you went for it!

Hey Deborah, want me to check on a discount?

Can you get 50% off my cart item?

I can do 35% off with code GREEN50!

Operators: 3 dedicated recovery agents

Cart Recovery Performance

Tailored Dashboard · Mar 2025 – Mar 2026

2,905

Conversations

iMessages sent

689

Replies

Customers who replied

115

Orders

Direct recoveries

\$11,016

Total Sales

Attributed revenue

23.72%

Reply Rate

vs 5–8% SMS industry

\$95.79

Avg Order Value

+29% above store avg

Recovery Rate: 3.96% — matching best email, with 4x the engagement depth

From cart to conversation to cash.

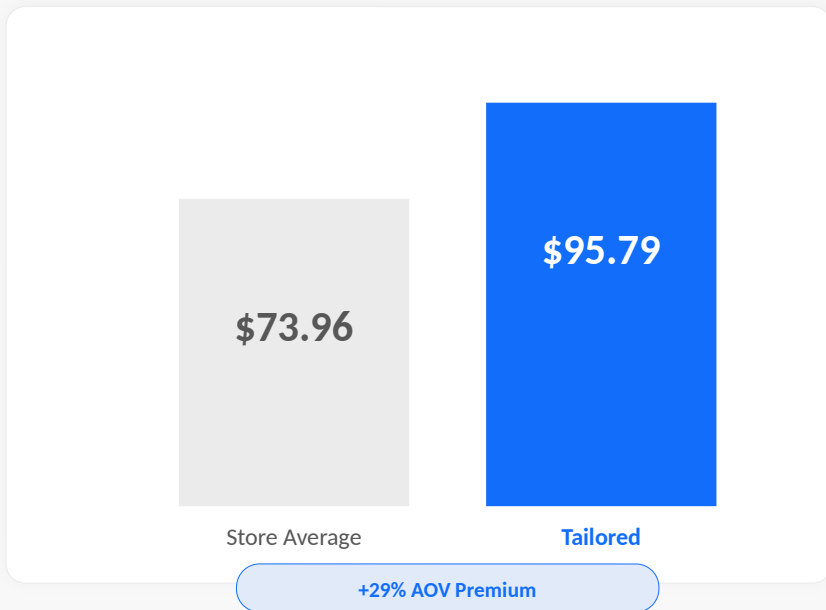


Key insight: Recovery rate (3.96%) matches best email — but 689 customers had real two-way conversations. That's customer intelligence no click-tracking tool provides.

Not incremental. A new channel.

Metric	Email (Klaviyo)	SMS (Industry)	Tailored iMessage
Engagement	6.25% CTR	5-8% reply	23.72% reply
vs Email	—	~1x	3.8x email CTR
Recovery rate	3-5%	8-15%	3.96%
AOV	\$73.96 (store)	No premium	\$95.79 (+29%)
Channel type	One-way	One-way	Two-way conversation
Customer intel	Opens/clicks	None	Real-time sentiment

Recovered customers spend 29% more.



WHY HIGHER AOV?

Discount negotiation

Customers request deals — then buy more to maximize

Objection resolution

Real-time answers remove purchase friction

High-intent recovery

Customers who reply are pre-qualified buyers

What customers actually say.

689 replies. Every one is revenue intelligence no analytics tool provides.

REPLY SENTIMENT



52.8% signal purchase intent. Only 9.8% opt out.

REAL REPLIES

- "I got a discount. Thank you" CONVERTED
- "Sure. I already ordered just now." CONVERTED
- "Can you get 50% off my cart item?" NEGOTIATING
- "I'm confused about what is legal..." PRODUCT Q
- "Yes please! What kind of discount?" ENGAGED
- "Thank you so much" POSITIVE

The structural advantage.

01

Blue bubbles = trust

iMessage reaches 55%+ of US smartphones in the most trusted inbox. 98% open rate. No spam folder.

98% open rate

02

Conversations convert

Two-way dialogue resolves objections in real time. 23.72% of brand customers replied — 4x SMS.

23.72% reply rate

03

Intelligence compounds

689 replies = product feedback, pricing sensitivity, legal questions. Data you can't get from clicks.

Zero-cost research

The Verdict

23.72% reply rate.
\$95.79 AOV. 115 orders.

This brand proved that iMessage conversations achieve 4× the engagement of SMS and recover revenue at a 29% AOV premium — with intelligence email can never deliver.

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