Mrsool acquired products and services from unifonic

to help to engage inactive customers and in attracting new customers to its services

| THE CHALLENGES

Mrsool wanted to attract new customers and engage inactive clients by building brand awareness

Mrsool initially relied on a mobile-first strategy and digital marketing tactics, but it encountered challenges in engaging inactive customers and in attracting new customers to its services.

Mrsool was looking for a partner that matched its own high standards of service. This meant a reliable communication platform provider that understood its requirements and could guarantee delivery of contextual messages to targeted customers at the right moment.

| THE SOLUTION

unifonic Cloud Conversation platform

Mrsool came to **unifonic** for products and services to resolve recurring issues impeding their marketing efforts. The **unifonic Cloud Conversation platform** and associated database gave it a functional web interface that made it easy to create, execute and manage itsSMS campaigns, with a strong reporting interface.

This helped **Mrsool** to boost their campaign visibility and performance tracking, and gain customer insights, segmentation and targeting through accurate and relevant data, leading to **better customer acquisition and engagement**.

MRSOOL
مرسـُـول

Company:	Mrsool
Industry:	E-commerce, Food Delivery
Country:	Saudi Arabia
Website:	www.mrsool.co

[Download on the App Store] [GET IT ON Google play]

About Mrsool

Mrsool is one of the largest delivery platforms in the kingdom. Mrsool is a unique on-demand experience that earned the highest user ratings among all the other large delivery apps. It's the first and the best Saudi App that delivers everything from all types of stores and restaurants across covers all areas in the kingdom of Saudi Arabia. Mrsools' services expansion reached to Egypt and Bahrain and soon to other countries in the region.

Mrsool is not just a delivery app that delivers orders, Mrsool is like your brother that is always close to you no matter what you order. It does not only deliver food from all restaurants, it's also delivering gaz, water, car parts, groceries, clothes, accessories, and even if you forgot something somewhere you can ask Mrsool to bring it to your place.

For more about mrsool business:
https://mrsool.co/forbusiness

1 Online Dashboard

The all-in-one centralized dashboard allows Mrsool to manage the account and sub-account balances, with the current and previous marketing campaigns.

It provides real-time reports about customer engagement, message logs, delivery rates, and overall campaign performance.

2 Audience Management

The Audience Management module enabled **Mrsool** to use **unifonic databases** to target specific customer sectors with contextual and personal messages rather than overwhelm its entire customer database with offers that might not be relevant to specific customers.

This also allowed granular reporting about campaign performance and targeting precision to help guide **Mrsool** in their future campaigns.

The Results and Benefits

Upon successful implementation of **unifonic's Conversation Platform**, **Mrsool** could optimize its SMS marketing campaigns to reach more customers and promote limited-time offers.

Sending both its campaigns through **unifonic' gateway** enabled it to generate a significantly higher volume of qualified leads, yielding higher revenue, boosting marketing ROI, and improving the bottom-line.

Additionally, the **Mrsool** team was able to manage its campaigns from a user-friendly dashboard with real-time 360-degree insights about customer data, delivery rates, campaign performance, and many more.

unifonic's targeted data helped Mrsool gain new customers customers and enhance the ROI of its SMS campaigns

About unifonic

unifonic was started in 2006 with a mission to streamline effective communications between businesses and their customers.

The unifonic cloud-based communications platform supports multiple communication channels to meet customer's needs and to reach them through their preferred channel.

Today, unifonic help over **5,000 businesses** around the world connect and engage with **100+ million customers**, delivering more than **5 billion interactions** every year.

This resulted in:

50% More Clicks
(150% higher click-through ratio)

306% More App Installs
than previous campaigns

**4,900 people
using the promo code**
though they did not originally receive it, indicating a very successful word-of-mouth appeal

unifonic.com