Brazilian Professionals
Case Study

✓ **85% Reduction**
in false positives
with TrueDelivery

✓ **Budget Maximized:**
money is not wasted on
undelivered sent messages

✓ **Sales Boosted:**
substantial increase
in sales due

Overview

Brazilian Professionals is the exclusive distributor of products such as the Brazilian Blowout and Brazilian Bond Builder in the United States. They strive to help salon owners and stylists grow their businesses by generating new service revenue with these products. To support this mission, Brazilian Professionals' reps cultivate a territory of stylists and salons, building relationships, providing education, and arranging orders.

The Challenge

Hair stylists are extremely busy and aren't interested in phone calls or in-person visits, so Brazilian Professionals reps lean on texting to make their business happen. But as carriers began employing increasingly tighter spam detectors, as many as 70% of the messages sent by Brazilian Professionals to their prospects and customers were not getting delivered.

Salons and stylists understandably felt frustrated because their needs weren't being met. Brazilian Professionals' sales reps were frustrated because their promotions, event attendance, and other campaigns were not as successful as they had hoped–and in turn, their sales numbers suffered. But remedying the situation was challenging because they couldn't identify why their texts were not being delivered. It became a guessing game with an unsustainably bad score.

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The Solution

Brazilian Professionals reached out to the experts at TrueDialog for assistance. Our team realized that new AI and machine learning technologies could provide the solution to undelivered messages. Collaborating with Brazil Professionals and other clients, we created the industry's first AI-powered text message deliverability scoring tool for businesses. Much like email spam scoring tools, businesses simply enter their text message and TrueDelivery reveals the likelihood of the message being blocked by each major carrier. Now sales, marketing, and customer success representatives have the ability to fine-tune their messages to increase the likelihood of text delivery.

"I'm able to change up the messages and test it again, and through the process of elimination, I've been able to tweak my messages," says Mary Loyer, senior sales director at Brazilian Professionals. "It's helped me simplify them. I get really excited when it says only 8% are predicted to be blocked. And I'm getting more sales because of it. In fact, I'm the company's top rep globally, and it's because of being able to text my 10,000 prospects and clients easily and effectively. Overall, TrueDelivery and TrueDialog have made my life easier."

The Result

Thanks to TrueDelivery, the sales reps at Brazilian Professionals are able to stay connected with their customers and hit new business goals. In some cases, stylists have actually expressed that it had been so long since they'd received texts from their sales rep that they assumed the rep no longer wanted to contact them.

If carriers still block messages from a campaign, reps can see within the TrueDialog platform which texts didn't reach their target. For example, a campaign with 10,000 stylists might have a dozen blocked messages. The rep can then simply text those stylists individually or email them.

And it's not just about sales numbers. By improving their delivery rates, Brazilian Professionals is reducing the risk of being blacklisted by carriers. Because carriers charge the same regardless if a message is blocked or delivered, they're also saving money that otherwise would've been wasted on undelivered messages.

"We were excited to be a beta customer of TrueDelivery, seeing a 85% reduction in messages being falsely blocked as spam by the carriers," says Loyer. "This tool improved our campaign success metrics, ensuring our messages made it to their intended recipients, which dramatically increased our sales. Given that text is our most effective and efficient marketing channel for our company, TrueDelivery is such a powerful tool and has been a game changer for the success of our business."

– Mary Loyer, Senior Sales Director

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