

Customer Success

whym.     

Whym works with 500 fashion, beauty & CPG brands.

W.

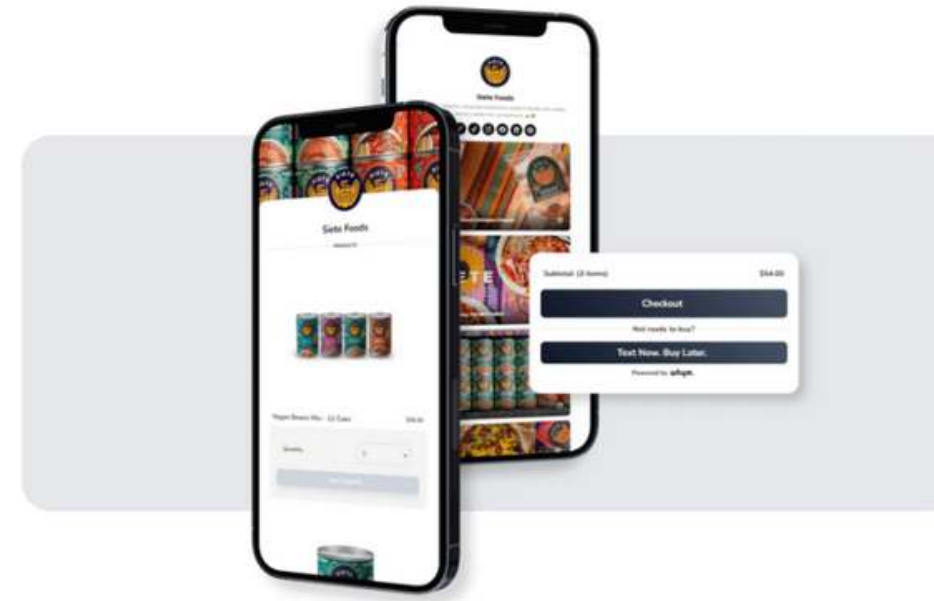
Read how these brands identify new customers every day using Whym.

80%

Net New Customers via Whym

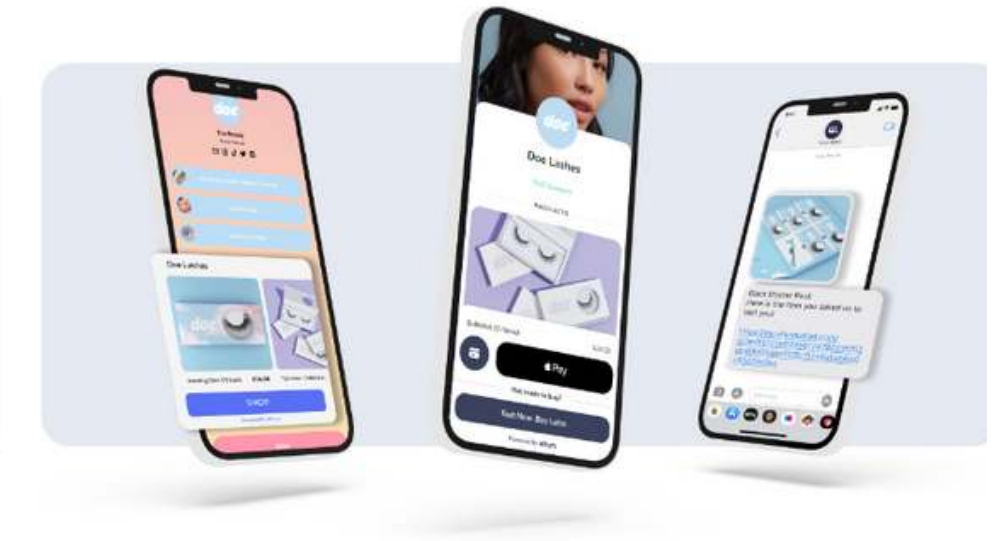
BRAND KPI

CASE STUDIES



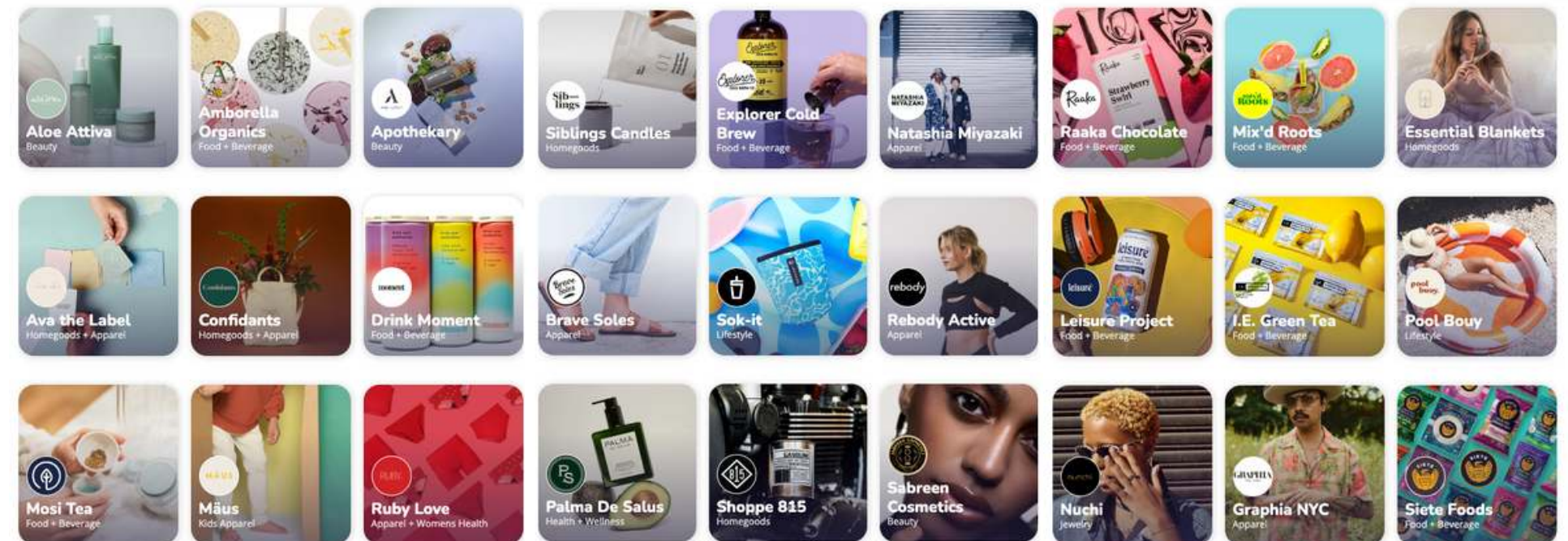
Siete Foods Uses Whym's Minishops to Streamline, Scale, and Provide a Best-in-Class Customer Experience

How this CPG giant uses conversational commerce tools to improve customer response time, efficiency, and productivity.



Doe Lashes Captures \$20,000 of pent-up Demand with Text Me This Item

How this multi-million dollar beauty brand uses Text Me This Item to deliver a first-class customer experience for their shoppers.



FEATURED CLIENTS

W.

Whym's upcoming opportunities



FUTURE SELLERS



Jan 2022 - Present

Siete Foods

Eric Le
Ecommerce Director

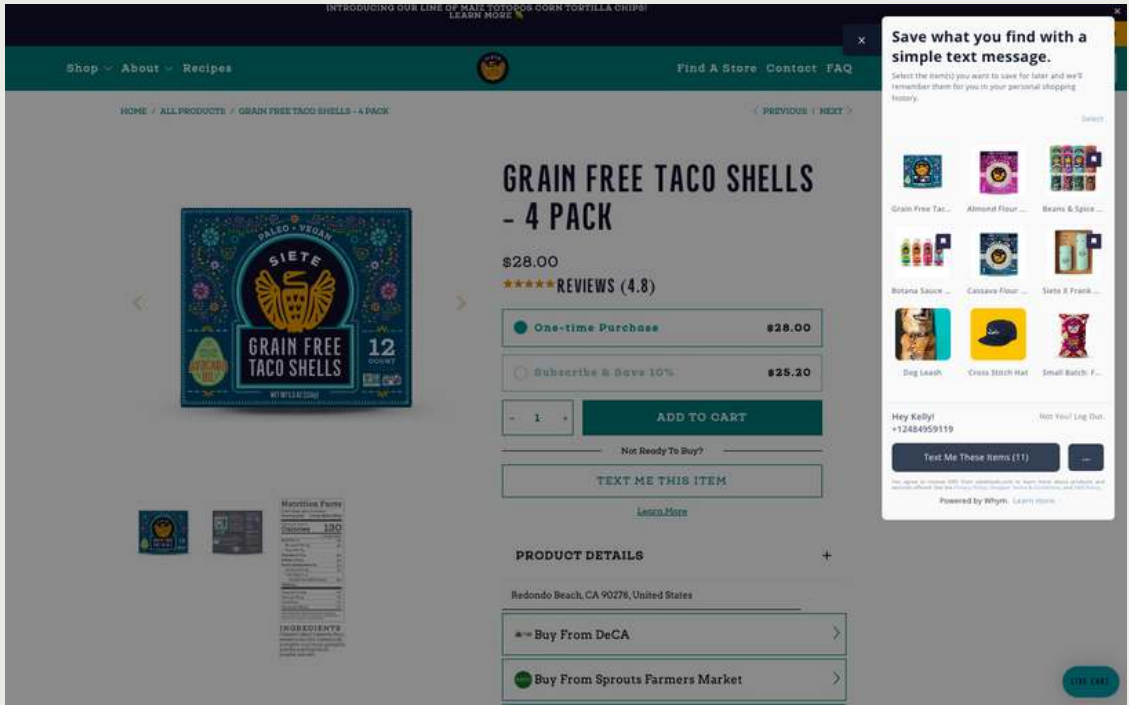
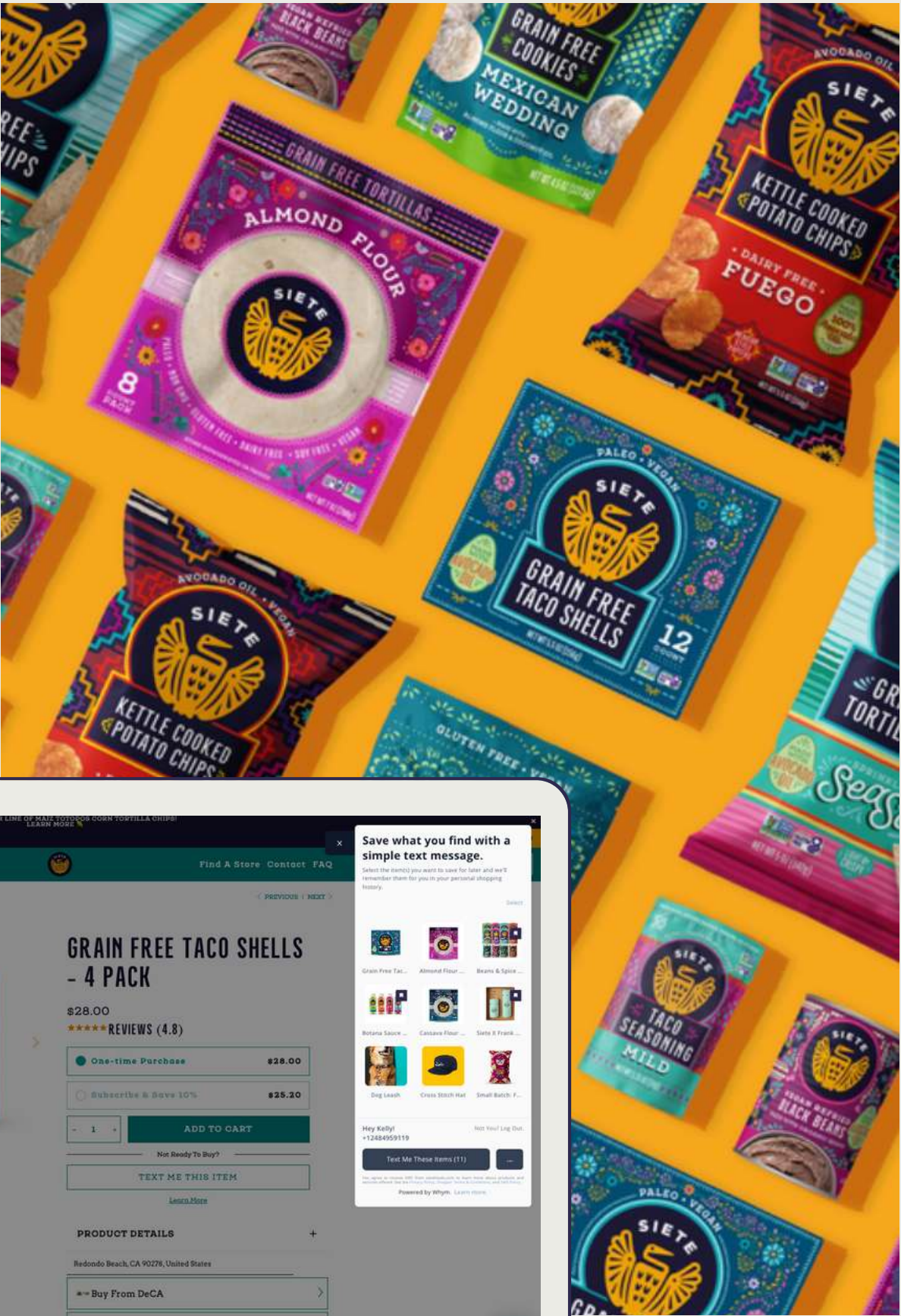


\$300m Annual Revenue

CPG

Consumer Package Goods

Family-owned Siete Foods was founded in 2014 with the mission to shake up the grain-free food industry. Combining high quality ingredients with delicious taste, Siete serves up a variety of flavorful and healthy products made from almond, cassava and chickpea flour. Today, Siete is one of the most popular Mexican-American owned health food brands.



SIETE FOODS

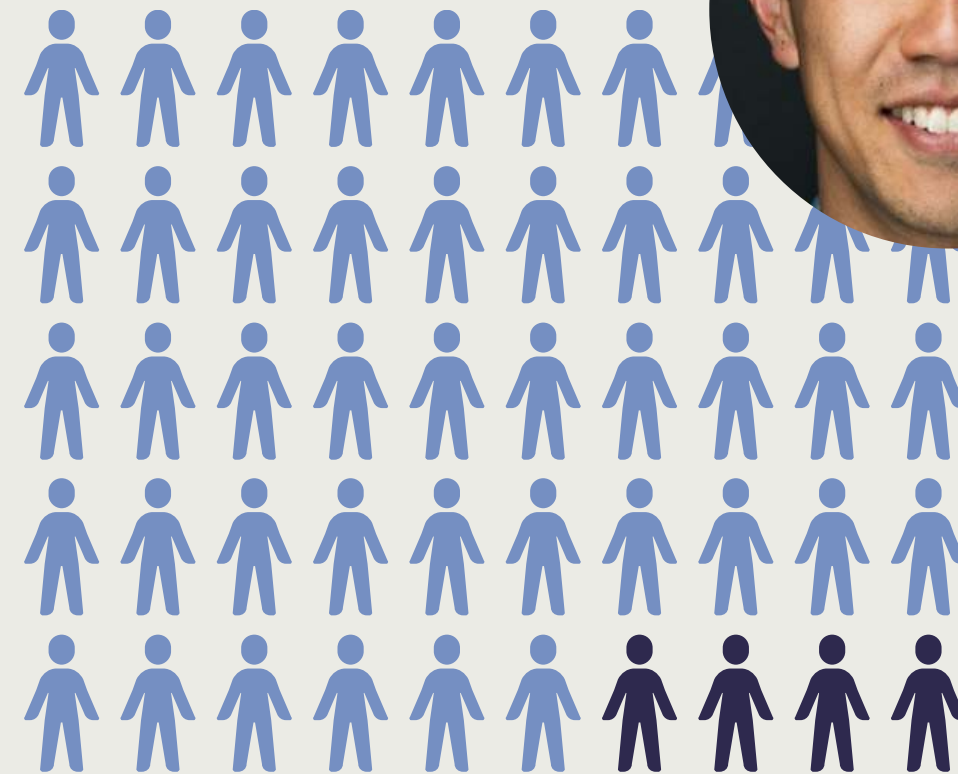
"Whym has received a great response from our customers."

Eric Le
Ecommerce Director

"I really enjoy using it, I like how clean and crisp everything is. The integration was super simple, there was little to no lift on our end — it feels like it was handed to me on a silver platter. Whym offers a more elevated experience."

91%

Net New
Customers



9%



Campaign Conversion Rates

Jamie Haddad, Special Projects Manager @ Siete Foods

Nov 2021 - Present

Doe

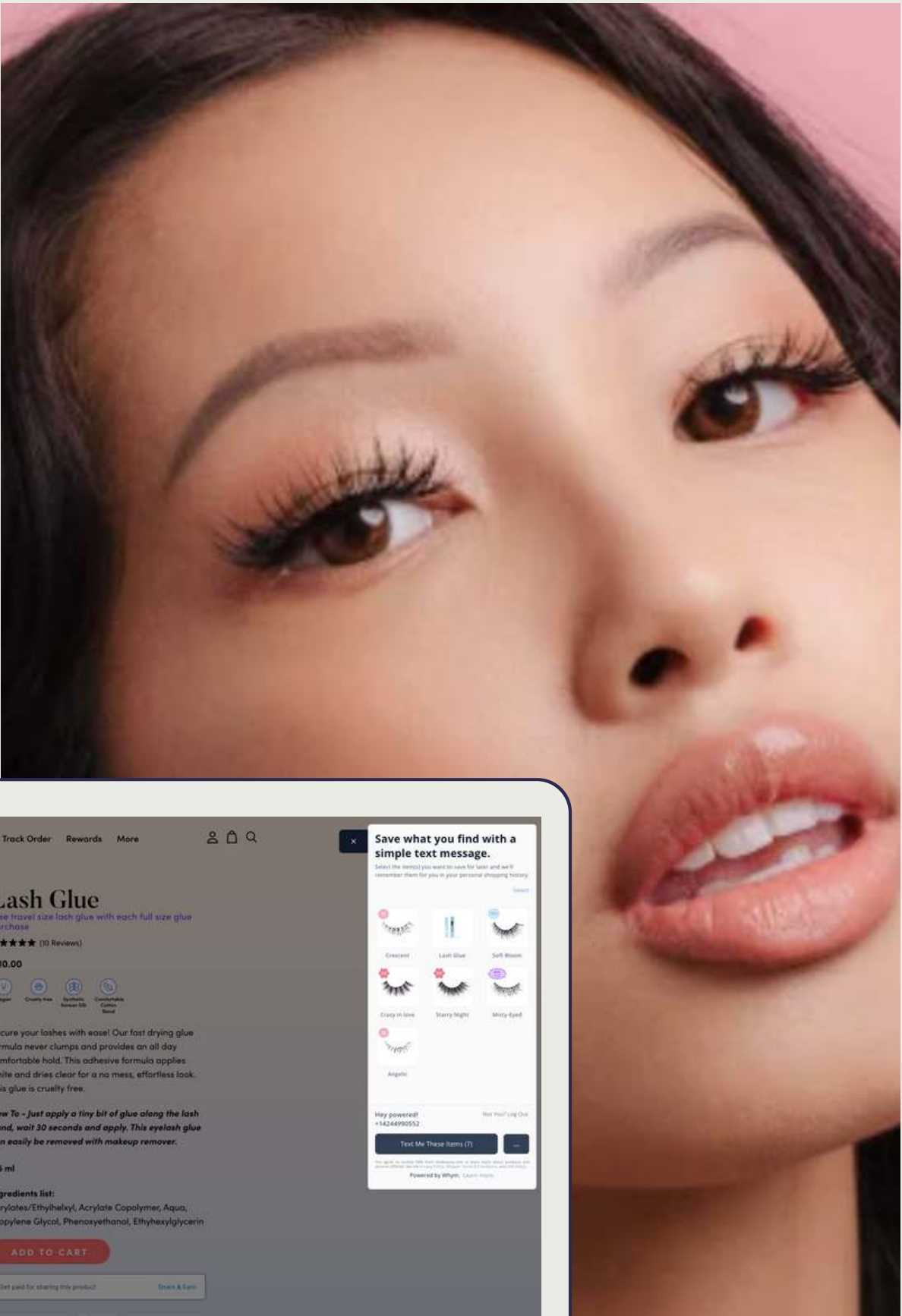
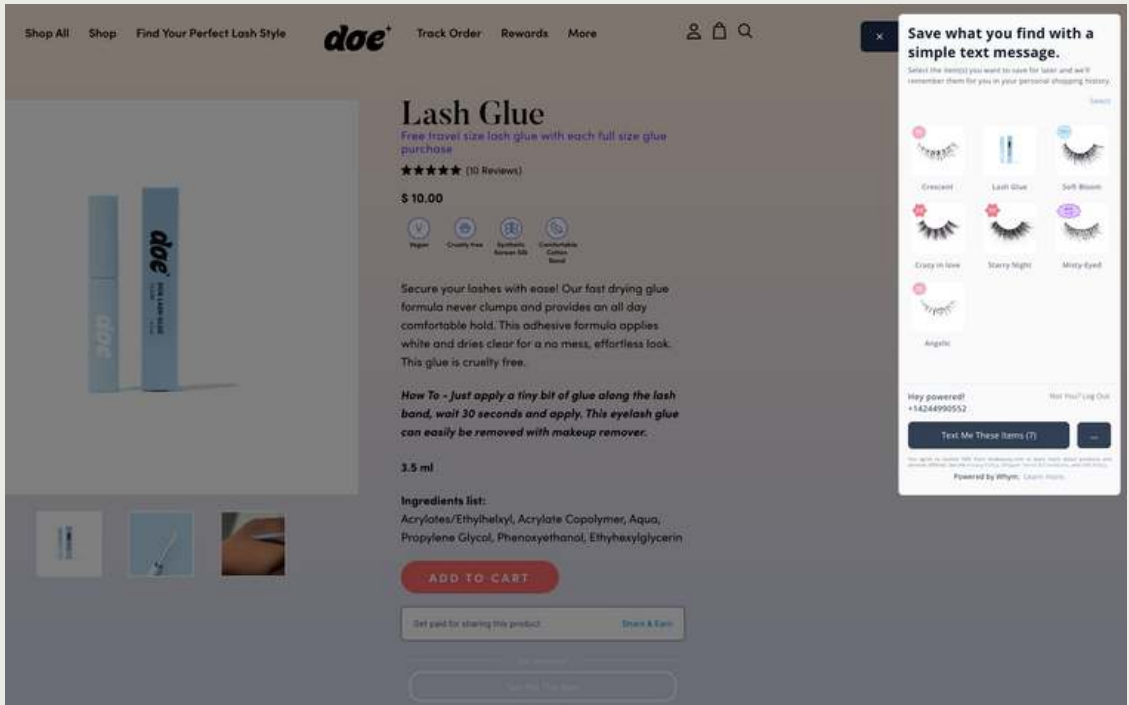
Jason Wong
Founder



\$20m Digital Revenue

Beauty

Launching in 2020, Doe Lashes’ founder Jason Wong sought to bring comfort, affordability and ethical manufacturing to the lash industry. His commitment to quality paid off. In just two years, his idea has exploded into a multimillion dollar brand. Lash lovers flock to Doe for their signature blend of handcrafted and cruelty-free silk lashes.



"Whym gives us valuable data about the products we should be reinvesting in."

Jason Wong
Founder

""Whym operates as a universal wishlist - you can capture people's interest on products they want to get, without forcing them to make a purchase immediately. It's the only tool I can think of that allows you to do that.

With Whym, our margins will improve significantly because you're adding incremental revenue without the advertising costs that comes with it."

69%

Net New Customers



2.5%

Conversion Rate

Sandy Mosqueda
Digital Director



Streetwear

FREE shipping on all orders over \$100 (continental US only)

THE HUNDREDS

SHOP COLLECTIONS COLLABORATIONS BY BOBBY ABS X

NEW ARRIVALS / PUFFER KIMONO

Puffer Kimono

\$159.00
or 4 interest-free payments of \$39.75

COLOR: Mustard

SIZE: MEDIUM

S M L XL XXL

View Fit Guide

+ - 1 +

ADD TO CART

Share This Product

Free Ground Shipping On Orders Over \$100 (continental U.S. Only)

Save what you find with a simple text message.

Select the items(s) you want to save for later and we'll remember them for you in your personal shopping history.

Select

Puffer Kimono	Academy Over...	Cool Cat T-Shirt
Cat Moods L/S	Cool Cats Pullo...	

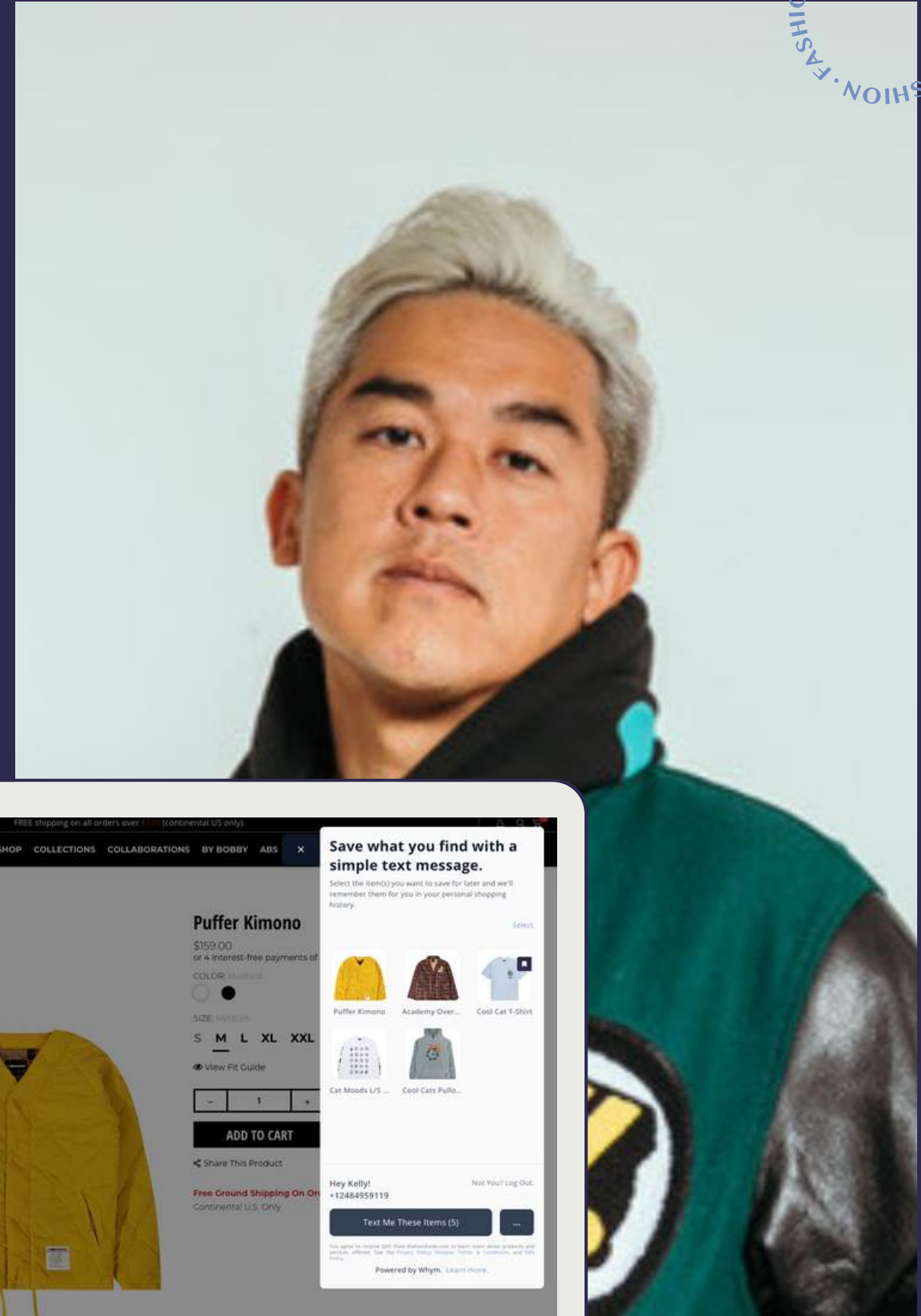
Hey Kelly!
+12484959119

Not You? Log Out.

Text Me These Items (5)

You agree to receive SMS Text Message(s) from THE HUNDREDS which may include promotional and/or commercial messages. See our Privacy Policy, Terms & Conditions, and Opt-Out Policy.

Powered by Whym. Learn more.



A circular logo consisting of the word "FASHION" repeated five times in a clockwise direction, forming a ring around a central white square. The text is in a bold, sans-serif font.

THE HUNDREDS

Sandy Mosqueda, Digital Director

"This is so great.

One of the main metrics that we look at whenever we're doing collaboration is how many new customers are really coming onto the site or how many new people are finding out about us.

This the perfect way to just get a read of those people.

Not only do you get a read of them, but we're also able to reach out to them directly as well. It's so good."

March 2022 - Present

Verishop

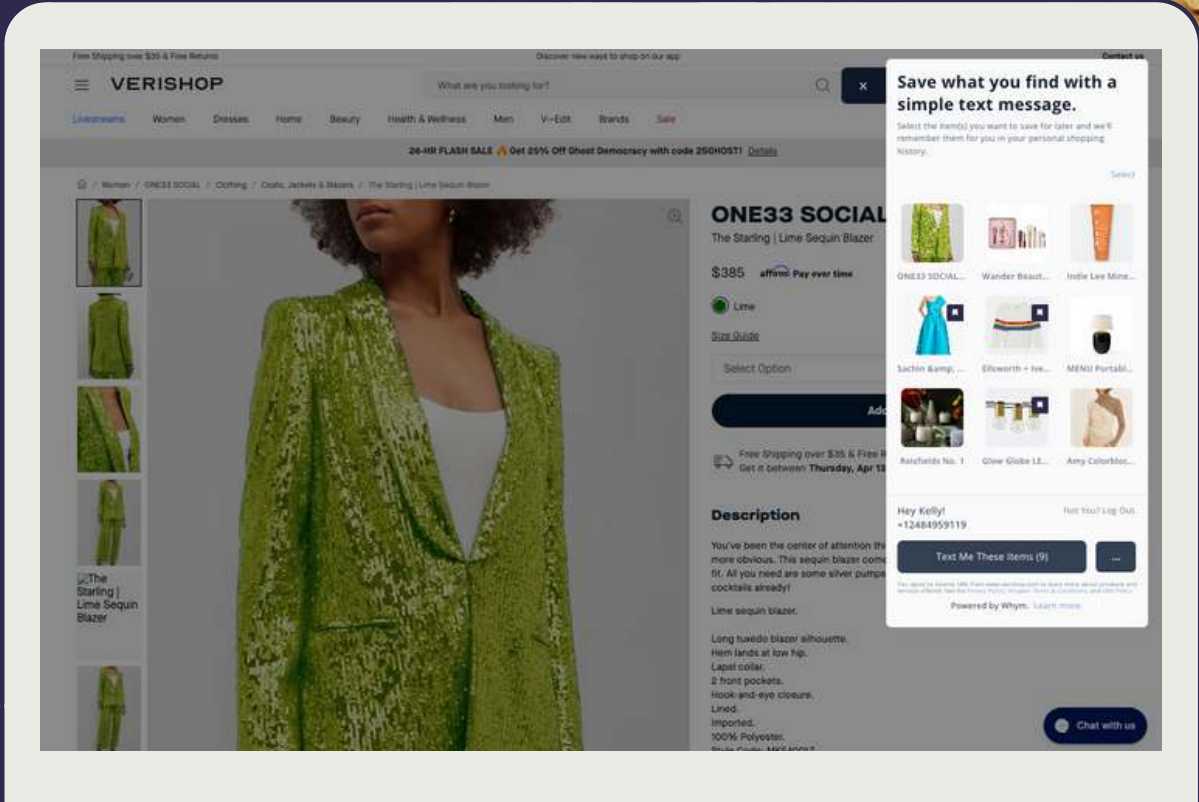
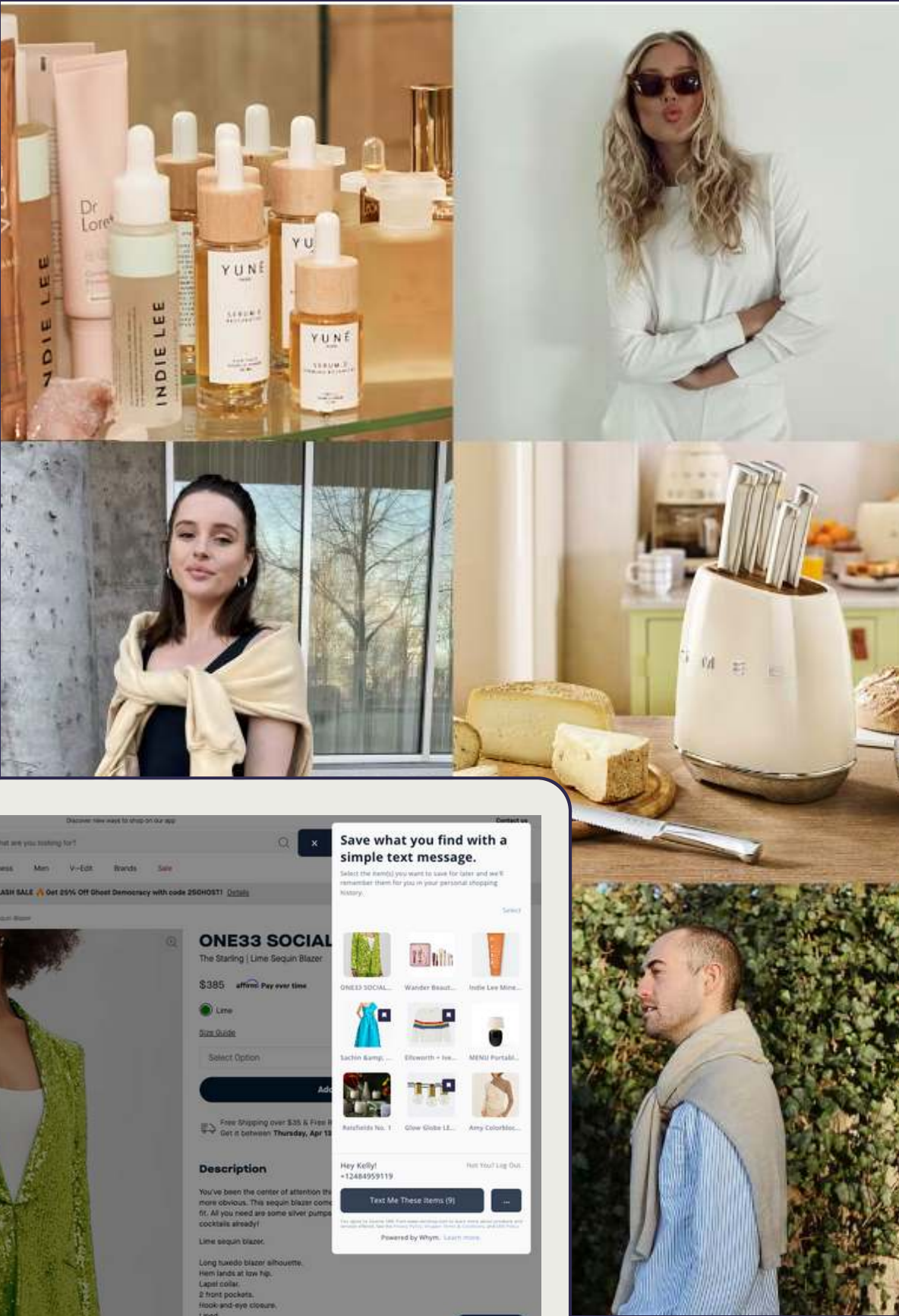
12 Million Active Shoppers

Fashion

Verishop is one of the largest aggregators for independent brands, specializing in partnering with designer and emerging brands to bring you the best in fashion, home, beauty and more. Verishop supports their diverse partners' voices – from female and minority owners to responsible brands to clean beauty products.



Michelle Striowski
VP Strategy & Partnerships



Michelle Striowski VP Strategy & Partnerships

"What I love about Whym is that it turns browsers into buyers. And I definitely think it solves the problem around saving products I want to remember to buy later. "

Feb 2023 - Present

Afternoon Light

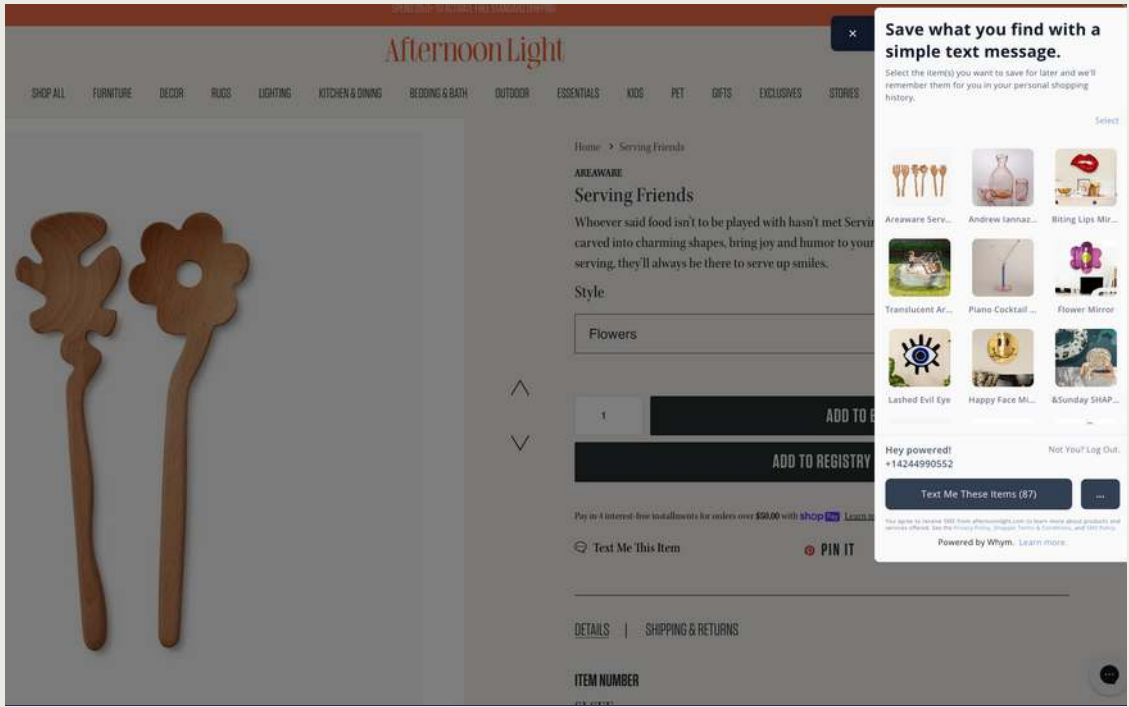
Deidre Maloney
Co-founder



\$650+ Average Order Value

Home

Afternoon Light is a curated, editorialized, e-commerce destination for home décor and furniture. Find modern classics, rising independents, special projects and covetable one-of-a-kinds across their platform for a community of the best brands and makers.

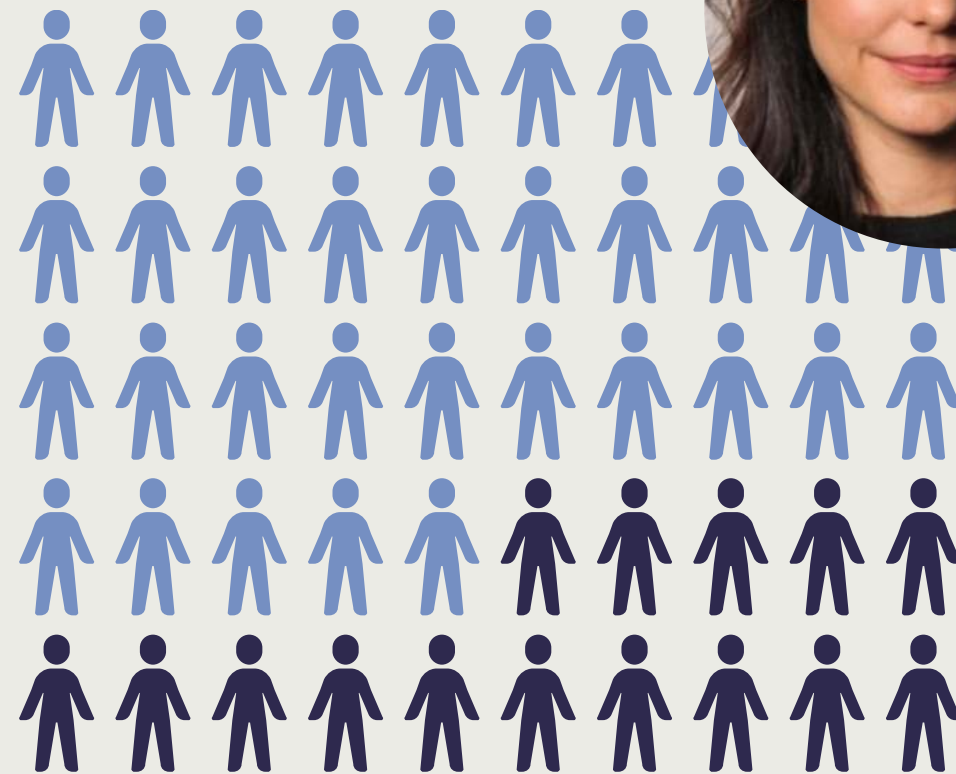


Deidre Maloney
Co-founder

"We are excited to capture customers that are genuinely interested in remembering our products."

70%

Net New Leads



Banks Journal

Rama McCabe
Co-founder & CEO



Fashion

The Banks Journal mission is simple – to merge style & function with a sustainable approach to design and development.



11:52

JOIN OUR TEXT THREAD FOR 15% OFF YOUR

BANKS JOURNAL



PETAL S/S WOVEN SHIRT

\$80.00

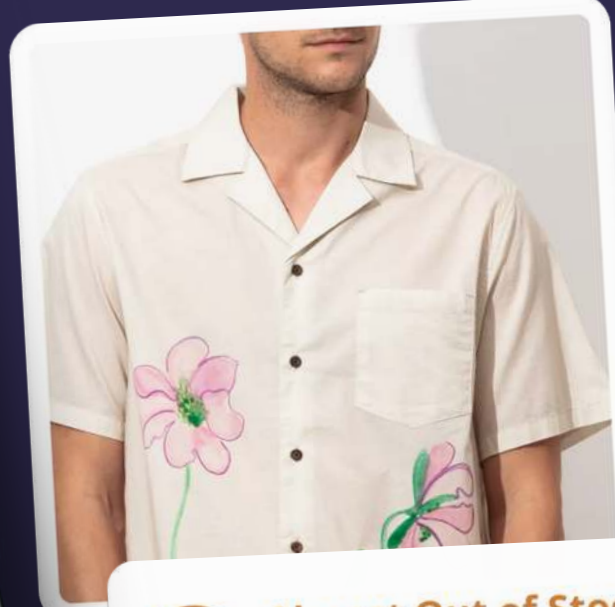
Or 4 interest-free installments of \$20 with Klarna.

[Details](#)

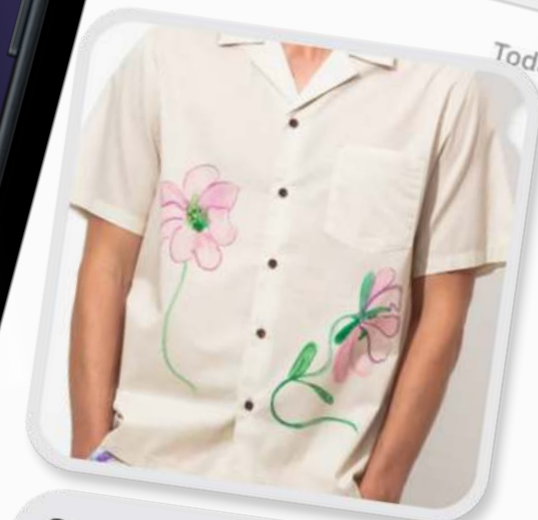
ADD TO CART

TEXT ME NOW. BAG IT LATER.

banksjournal.com



Almost Out of Stock!
only 2 left



Going fast! We're almost sold out of the Petal S/S Woven Shirt. Once it's gone it's gone...

<https://banksjournal.com/products/petal-s-s-woven-shirt-bne>



See intent, in action.

"The real benefit of Whym is that you're raising of the lifetime value of a customer. You're able to engage with that customer outside of the Whym platform. There's another touchpoint, that's bringing more people into our flows."

- Rama McCabe, Banks Journal

April 2021 - Present

Sok-it

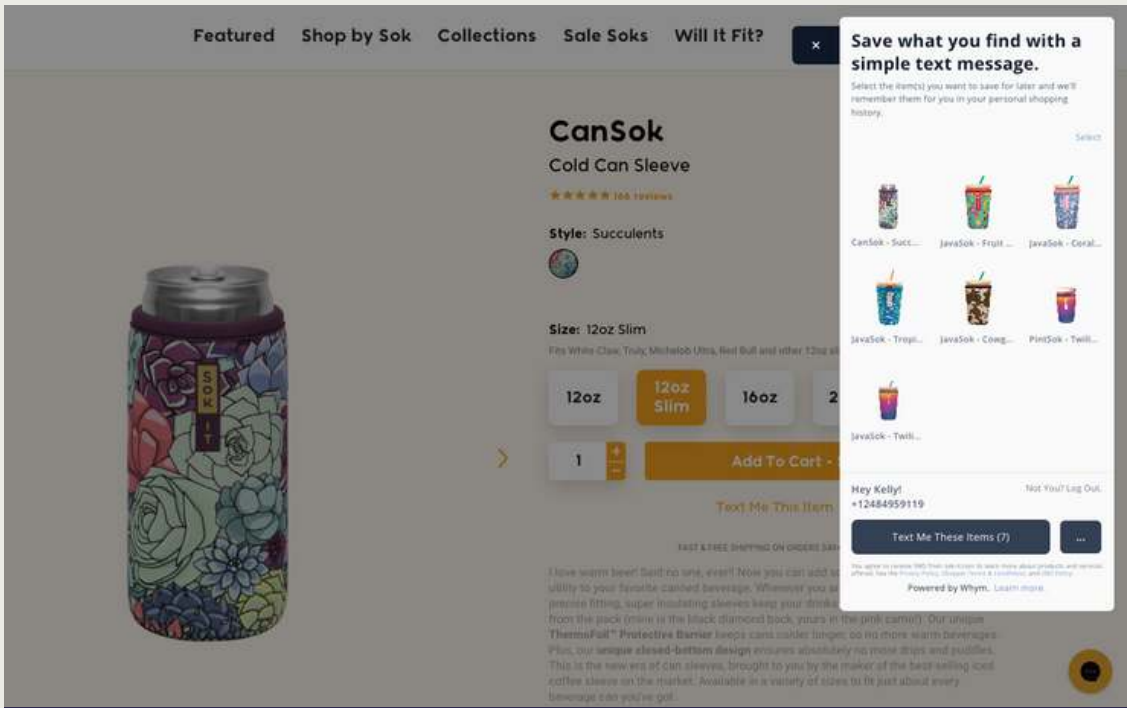
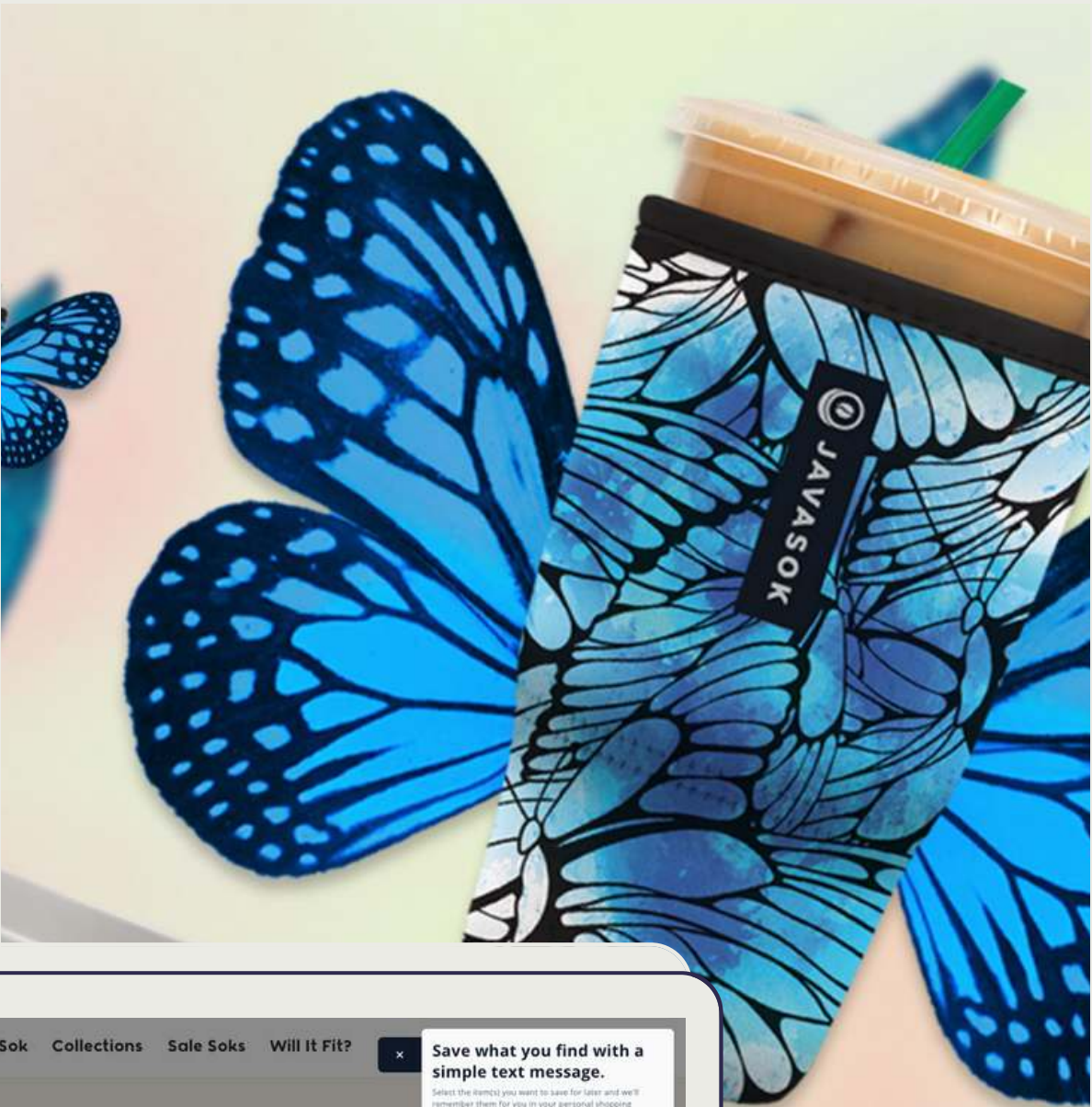
Gregg Greenberg
CRO



\$10m Digital Revenue

Lifestyle

Sok-It™ is a premium brand of reusable drink sleeves that prevent water rings, puddles, and drips from cold drinks and shield hands from extreme heated drinks. Their reusable sleeves are made of premium materials, ensuring durability and sustainability. With Sok-It™, customers can enjoy their drinks without worrying about spills, stains, or burns.



40%



4 out of every 10 leads on-site is generated through Whym

78%

Net New Customers



\$84,869

pent up demand captured through Whym

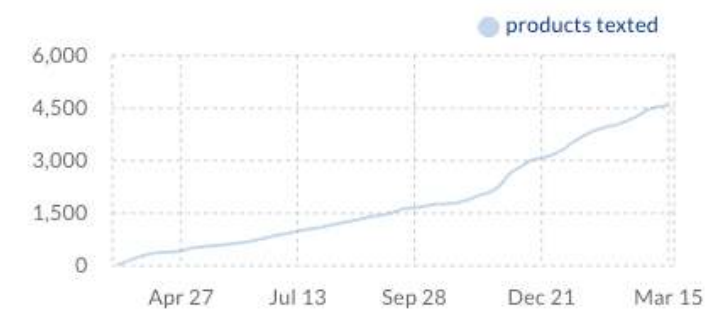
Product Views

1,928,730 ↓ -31% vs prev. 3 months



Products Texted

4,587 ↓ -9% vs prev. 3 months



Top Products Texted

Product

JavaSok - Succulents

JavaSok - Classic Leopard

JavaSok - English Garden Pic

JavaSok - Pool Party

JavaSok - Purple Starr

March 2022 - Present

Explorer

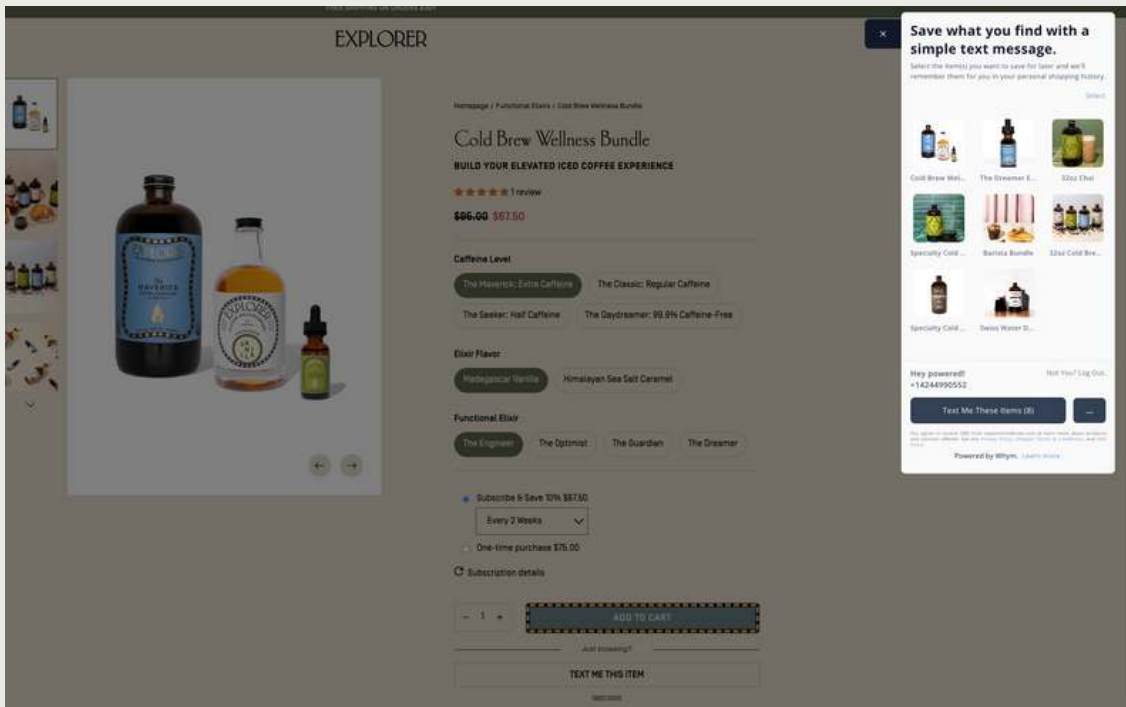
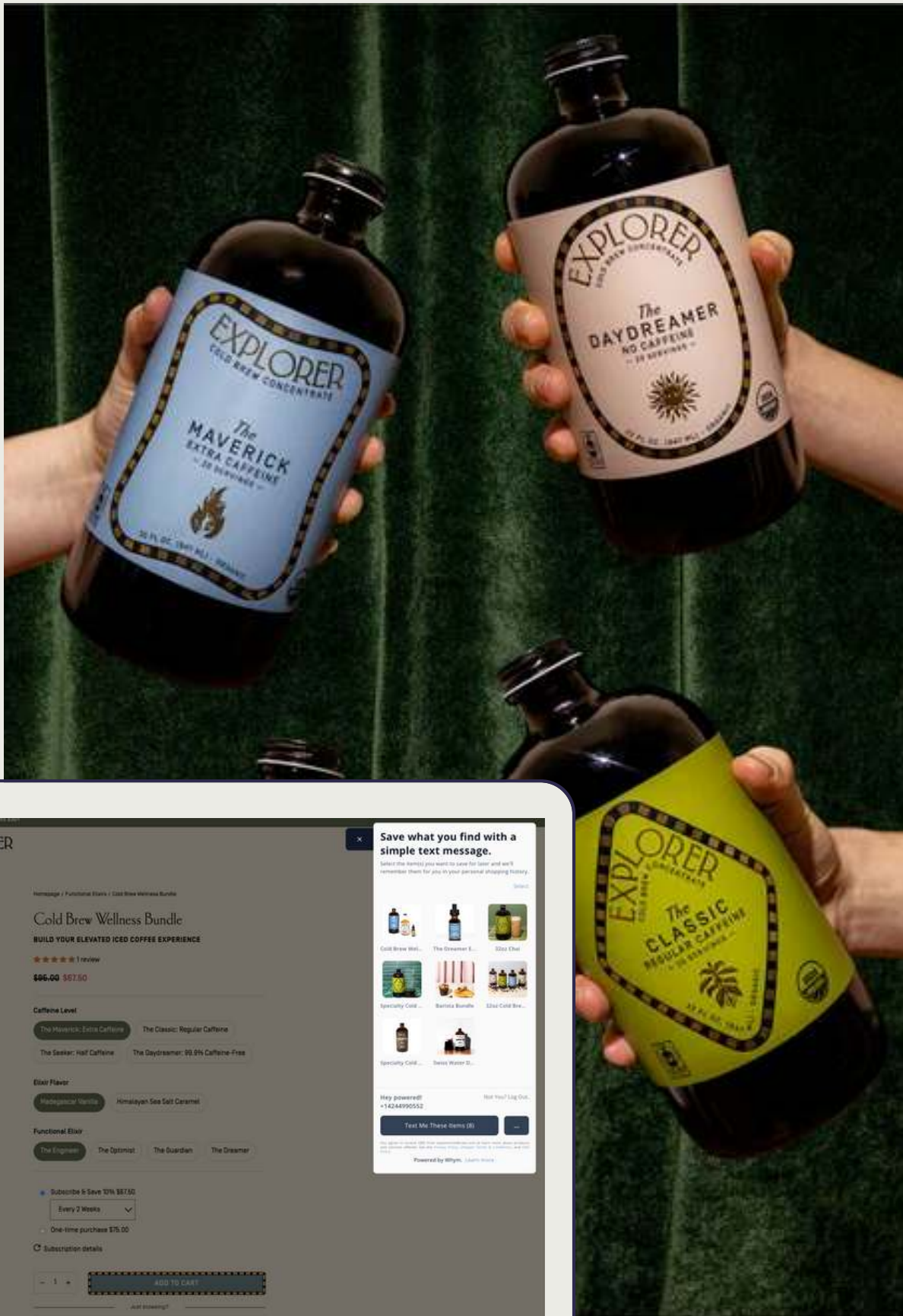
\$15m Digital Revenue

Beverage

Fair trade and ethically sourced Explorer Coffee is bringing sustainability to the at-home coffee experience. This specialty brand is known for their high quality coffee concentrates - encouraging shoppers to "be their own barista" with access cafe-quality coffee from the comfort of their own kitchens.



Mike O'Hagan
Head of Ecommerce

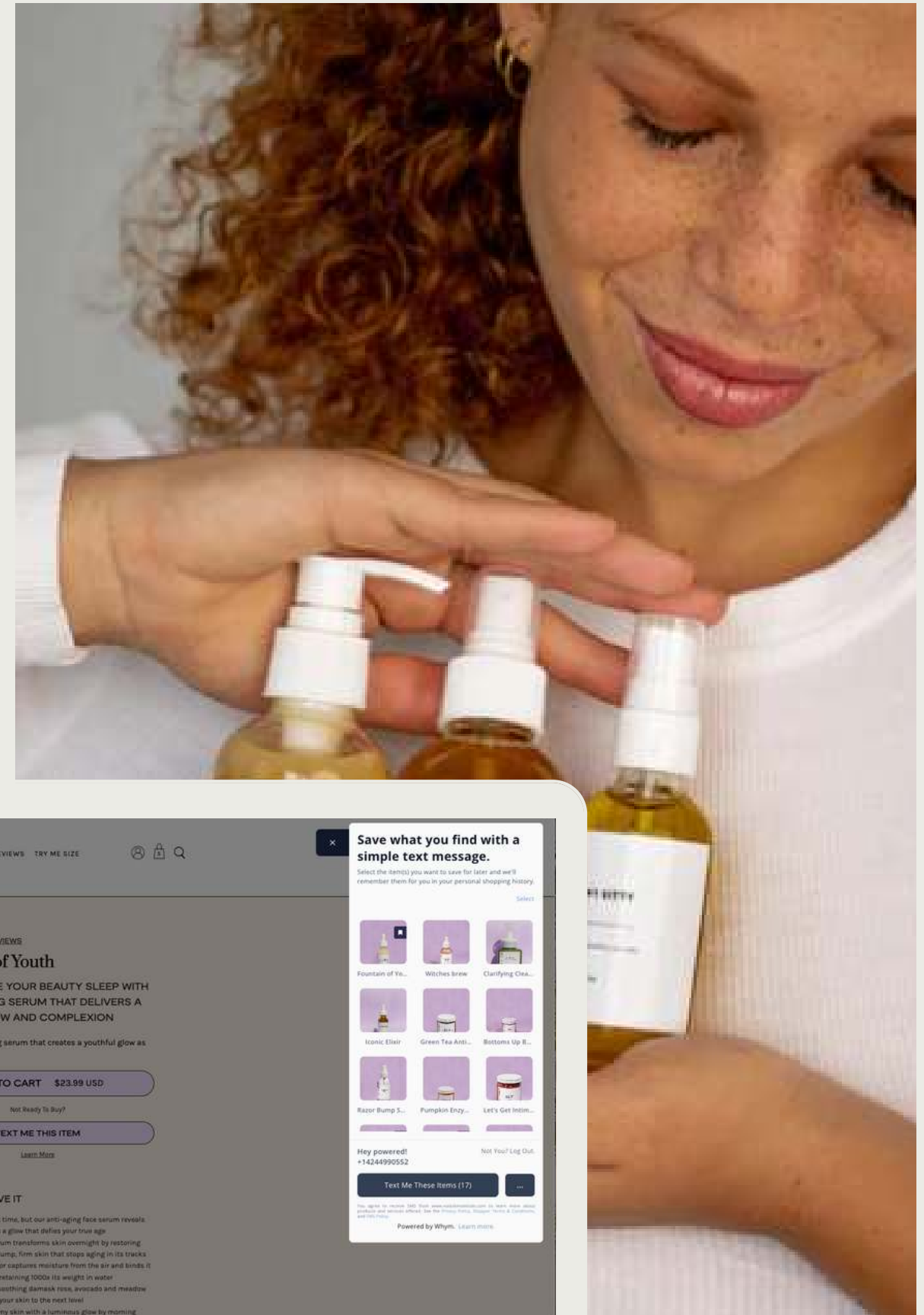


Mike O'Hagan Head of Ecommerce

"Whym is great because it allows us to capture new leads that we would otherwise likely lose to the browsing abyss. We know the exact product(s) that interest customers. This information also lets us create a more personalized customer journey with higher conversion rates and that is great for any small business."

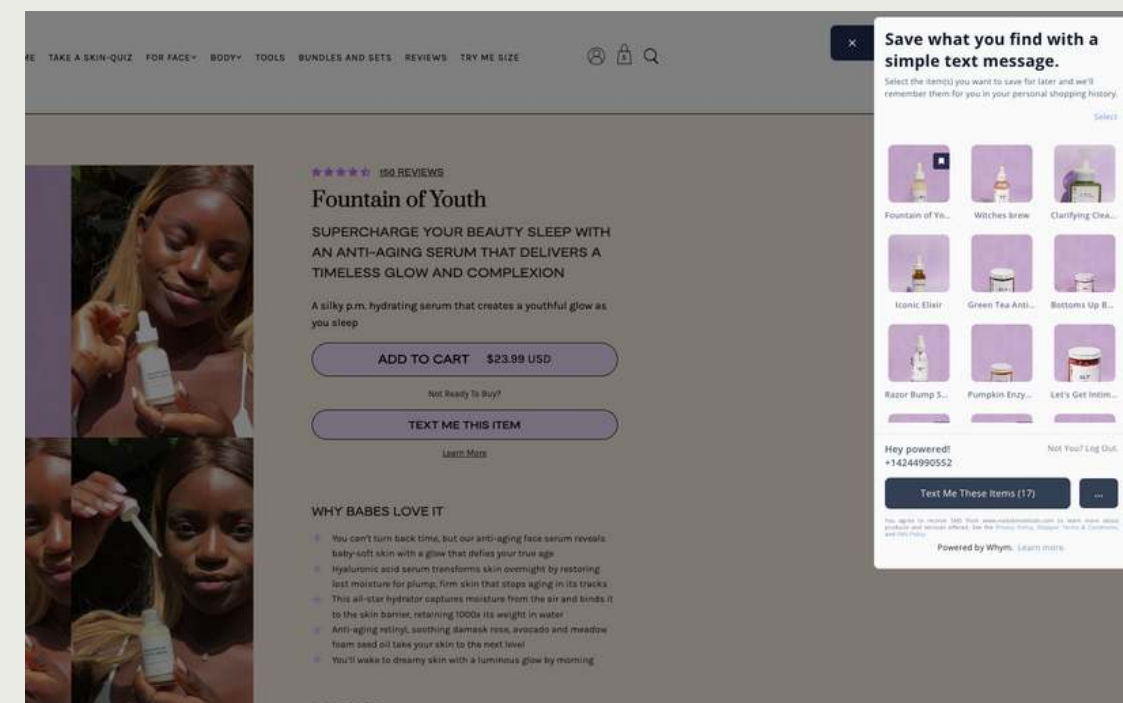
Nola Skinsential

Jane Ormon
Founder



Skincare

Skincare for babes who love to self-care—Nola Skinsential is a leader in all natural and cruelty-free vegan skincare. With an emphasis on affordability and quality Nola is ethically made & small-batch crafted. Personalized for every skin type, it is a fan fav among ethical beauty lovers.



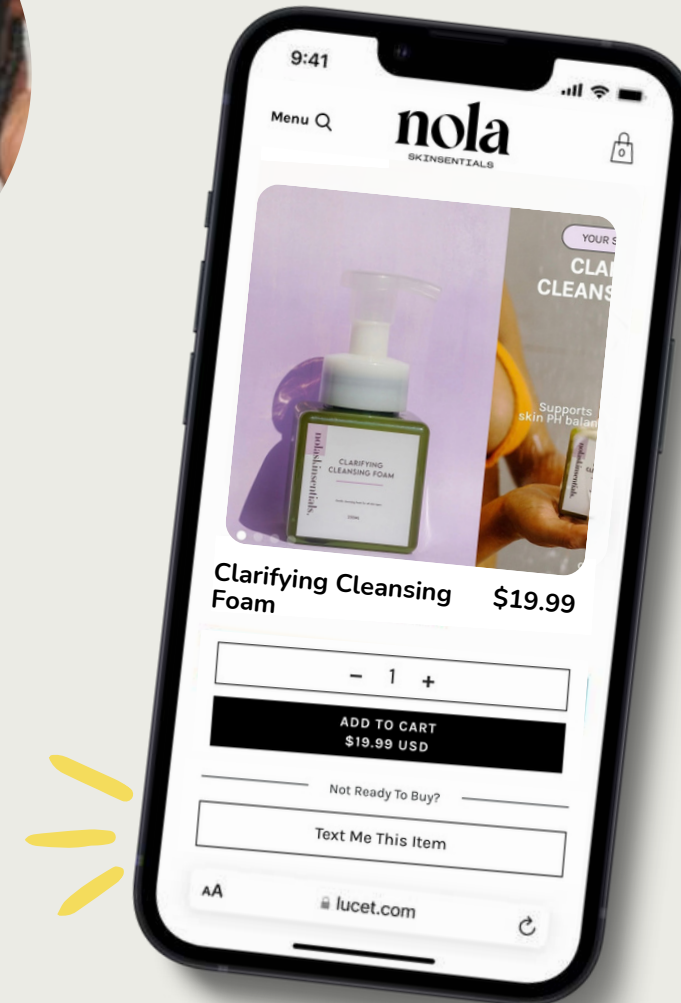
"The ROI really makes sense."

Jane Ormon
Founder

First 90-Day Campaign Review

71%

Net New Leads



Campaign CVR

25%

New New Customers

67%

6-10 Days

Average time to convert

October 2020 - Present

Siblings

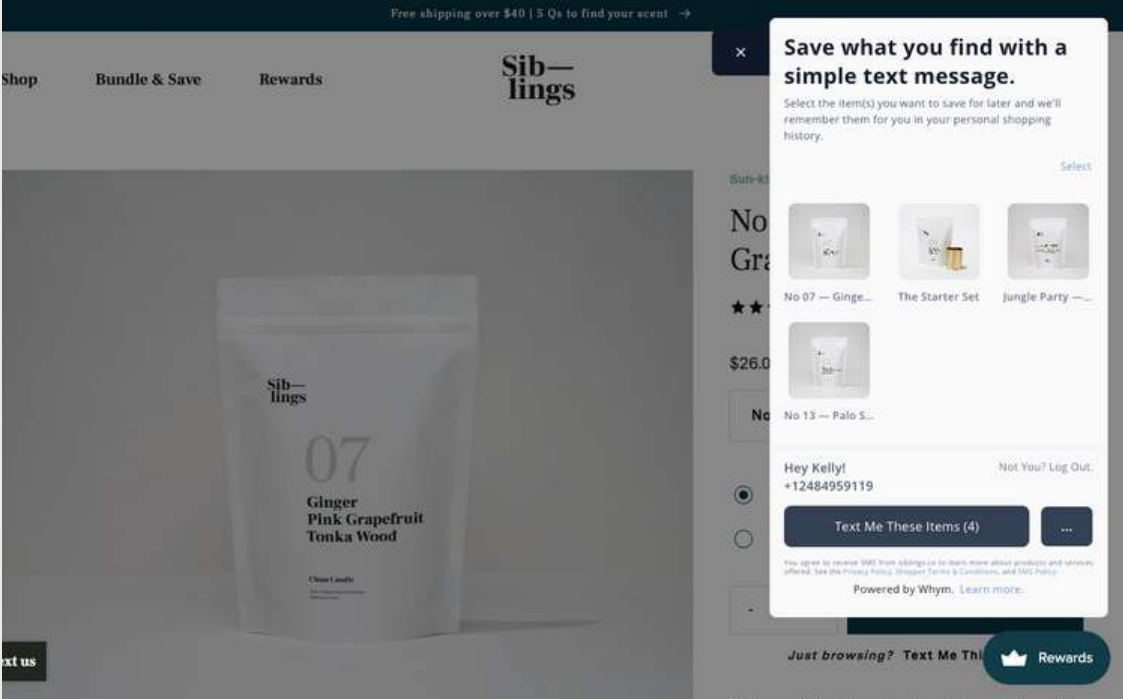
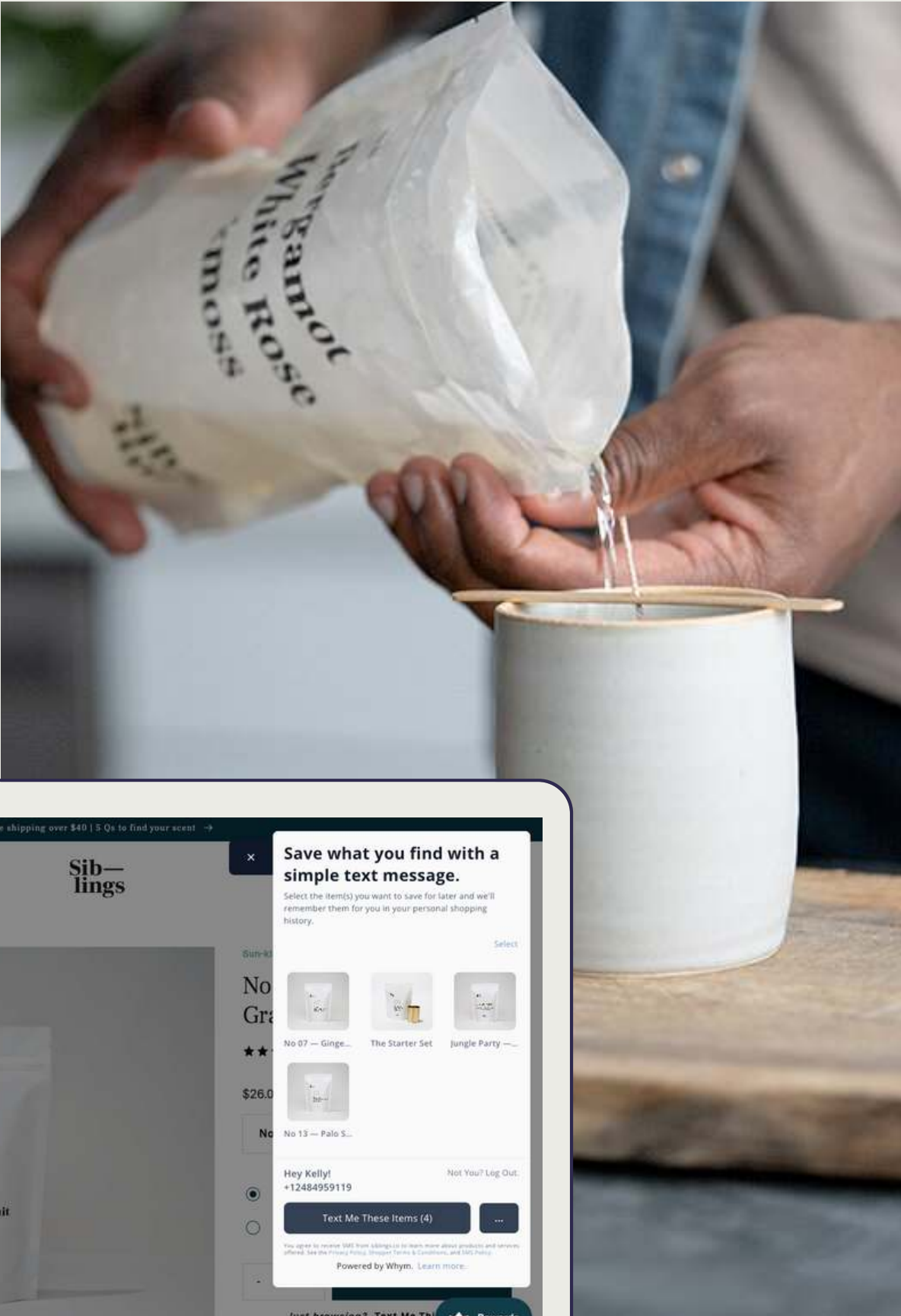
David Bronkie
Co-founder



Omni-channel

Gift

Siblings is radically different DIY candle company with a mission to tackle throwaway culture. Shoppers can create high quality candles at home and make use of old bottles, or candles with Siblings reusable kits. Specializing in luxury-level scents, clean ingredients and 100% compostable packaging, all products are made with non-toxic, eco-friendly wax.



Siblings

David Bronkie
Co-founder

90%

Net New
Leads



2.8%



Conversion Rate

whym.

Thank you

Whym works with over 500 fashion, beauty & CPG brands.