

A  MESSAGE MATE SUCCESS STORY

THE COMPANY

Location  
Chicago, Illinois

Type  
Organic Costmetics

Web Site  
www.Orglamix.com

Leadership  
Cheri Tracy

Platform  
Shopify



Who

Cheri Tracy, founder & CEO, Orglamix.com

The Orglamix Story

Started with one product out of a living room. Now selling 600 products, incl. monthly subscription box. 6 figure sales. Growing month over month

Pain Point

Scaling exceptional customer service while maintaining personal touch

Solution

Message Mate Shopify app for safe and scalable texting with customers

Surprise

**52%** of messages represented potential revenue opportunities!  
**29%** were from not-yet-customers who needed advice ***before*** providing an email or adding anything to cart.

**With Message Mate, they texted Orglamix from mobile with one click and turned into converted sales**

Results

**HUNDREDS OF SALES GENERATED**  
**6 ADDITIONAL REVIEW OPPORTUNITIES**  
**7 SALES BLOCKING BUGS DISCOVERED**  
**INCREDIBLY HIGH CUSTOMER SATISFACTION**

**10  
MEDIAN  
SCORE**

**59%  
PERFECT 10  
SCORES**

**8.25  
AVERAGE  
SCORE**

Learn More

Text us to request full case study: 650-825-1166 (or email [orglamix@ownerlistens.com](mailto:orglamix@ownerlistens.com))  
Get Message Mate for your Shopify store at [bit.ly/MMShopify](http://bit.ly/MMShopify)