zobi

GIVE THE SECOND CONTACT A REASON

Channel decision brief

Count people once

Worked inputs: 20,000 email-eligible profiles, 8,000 SMS-eligible profiles, 6,000 in both. Distinct reach is 22,000: 14,000 email only, 6,000 both and 2,000 SMS only. These are teaching inputs, not merchant data.

Give each channel a job

Use room for a product explanation when the reader needs detail. Use a concise, timely contact when it serves a real next action. Check actual channel permission, recent contact and current purchase or support state. A shared subscriber is not additional unique reach.

Compare the added contribution

Worked equal groups of 1,000: email 80 orders, combined 90 orders, $30 contribution per order. Total channel costs are $100 and $320. Net contribution is $2,300 versus $2,380. Ten extra orders create $300, less $220 extra cost leaves $80. Eight whole extra orders are needed to exceed the cost increase. Arithmetic is not statistical certainty.

Keep the test interpretable

Assign the person once, keep comparable eligibility and offers, follow the same outcome window and include everyone assigned. Separate shared-audience policy tests from SMS-only additional reach. Attribution is credit under a rule, not the missing control outcome.

Your next decision

Shopper task: _____
What the second channel adds: _____
Purchase stop and reply owner: _____
Primary outcome, guardrail and review date: _____