

cleanCART

How cleanCART Became Essential to Thread's Marketing Strategy

+30,000

Orders Protected

+\$65,000

All Time Recovered
Revenue

+150,000

Improper Discounts
Blocked



T H R E A D



Thread is rooted in bringing creativity and minimalism to a boring category. Their goal is to offer functional & expressive 'carry' products, while cultivating an atmosphere of originality, progression, and freedom.

Thread products are defined by the literal act of carrying your personal items, as well as the figurative act of how you carry yourself. They are inspired by the human instinct to progress, and celebrate rad individuals who explore, experiment, and discover. No matter the circumstance, onward is the mantra for the everyday carrier.

Their Story:

Before discovering cleanCART, Thread's finance, marketing, and CS teams felt the threat of leaked coupon codes hindered their ability to push tactics they wanted out of fear of loss revenue.

- Monthly reports highlighted growing coupon abuse, creating time sinks to track down codes manually.
- Not knowing which coupon codes were being abused had finance asking questions
- Customer experience began finding codes in Honey's database
- Boggled down by pages of live coupon codes to shift through
- Affiliate partnerships and referral codes would be scraped by coupon extensions, forcing Thread to pay out commissions to affiliates that had no part in driving sales

But once Thread installed cleanCART to their Shopify store, the cleanCART dashboard gave them the ability to see exactly what coupons are being used, which extensions they are coming from, and the revenue recovered from blocked coupons all in one spot.

This gave Thread the power to tighten up its coupon strategy, allowing for smoother, painless communication across teams, avoiding unnecessary time sinks of manually tracking down codes, and protecting their overall revenue.

"The only way to not need cleanCART is if you truly only have dynamic codes, and that just doesn't exist

I'm not just fluffing it, I do think this tool is one of those must haves in a marketer's playbook."

- Logan England, Thread,
Director of eCommerce



Key Results:

Regained Confidence In Discounting
Strengthened Affiliate Relationships
Clearer Communication Between Teams
Revenue Protected From Improper Redemption

Want to learn more? Visit clean.io.