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## Casey's Furniture Case Study

a leading provider of flexible text messaging solutions



### PROJECT OVERVIEW:

Customer Name:  
Casey's

Industry:  
Retail

Location:  
Ireland

Challenge:  
Low-cost marketing  
service

Solution:  
Text Manager

### About Casey's

Caseys Furniture have been retailing in Ireland since 1921 and are recognised as being the "Furniture Retailer of Choice" by providing a superior and comfortable living experience to all their customers.

### Requirement:

Caseys Furniture continuously have great offers across all departments which they need to communicate to their customers.

### Solution:

Cadood provides an effective low cost marketing service to instantly deliver these offer messages. Their text messaging service has a proven track record of increasing footfall in Casey's stores.

### Quote:

*"Text messaging with Cadood has greatly improved contact with our customers. A recent example of this was when we sent out a text message on a Friday about a weekend warehouse sale we were having. We had such an overwhelming response on the first day that we had to send out another text on the Saturday evening to say we were completely sold out. This quick and effective communication is a wonderful marketing tool for us."*

Eamon Holmes  
Financial & IT Director

