

Kyra SMS – Case Study.

A conversational SMS layer that recovers abandoned checkouts, audited as genuinely incremental by the client's own finance team.

- US direct-to-consumer health & wellness brand
- Subscription-led; most customers continue past the first order
- ~30,000 abandoned checkouts entered the campaign in a 7-week window

This study reports both what we found and what the client independently audited. The two are not the same number. We show the gap.

TRACKED 23.3% of engaged checkouts replied	TRACKED 5.8% of engaged checkouts recovered	TRACKED \$166.5k recovered revenue attributed
CLIENT-AUDITED \$130k judged genuinely incremental	CLIENT-AUDITED ~5× return on incremental revenue	CLIENT-AUDITED ~\$18 cost per incremental order

01 WHAT HAPPENED

The highest-intent traffic a brand ever sees

A checkout abandon is a customer who has already chosen the product, entered their details and reached the payment page and then stopped. The standard response is a one-way blast: an email, or an SMS carrying a link and no way to reply. It cannot answer the question that caused the stop.

Across this programme, what came back over SMS clustered into five themes: **price clarity, timing, checkout friction, trust and compliance questions, and post-purchase service**. Every one of them is answerable. A broadcast answers none of them.

WHAT WAS DEPLOYED

- Triggers at checkout abandonment and opens a two-way SMS conversation in the brand's voice
- Answers questions, handles objections, and returns a direct path back to checkout
- Escalates to a human or a call when the customer asks for one
- Live in early June, ramped gradually rather than switched on at full volume
- About two messages per conversation, with a **median response time of 70 seconds** day or night.

THE FUNNEL

29,850	23.3%	24.5%	5.8%
checkouts engaged	replied	of repliers purchased	recovered overall

The recovered order is bigger than the cart that was abandoned.

Average abandoned cart **\$66.54** — Average recovered order **\$82.84** **+24%**

CONVERSATION OUTCOMES	TRAJECTORY & HYGIENE
Interested 7,333	Recovered revenue grew month on month as the programme reached steady state: ~\$72,500 in July to ~\$94,000 in August (to the 18th).
Engaged 2,470	Opt-out ran at 3.97% , message delivery failure at 4.3% , and ~1.7%
Purchased 2,130	

Not ready	1,812	of tracked orders were subsequently reversed.
Requested a call	1,449	
Dropped	220	

02 THE AUDIT

The client's finance lead went in expecting to disprove it

"Quite sceptical in the first instance."

He ran his own audit, on his own method, and deliberately did not use our attribution as an input. He compared **checkout-complete rate** before launch against after launch, isolated the change, and converted it into orders and then revenue.

WHAT HE FOUND

+1.6pp	≈1,415	≈\$130,000
checkout-complete rate	additional orders	incremental sales, at ~ \$92 blended AOV

THE RECONCILIATION

Tracked by Kyra	\$170,000
Audited as incremental	\$130,000

A 23% gap and we are publishing it.

A gap is expected. Some customers would have returned anyway, and payment processing, site changes and seasonality all move checkout-complete rate independently of anything we do. The client's own conclusion was that overstating by 23% is not the end of

the world, and that the relative incremental value is strong.

A vendor number that survives a client-run audit at a 23% discount is worth more than a vendor number nobody checked.

WHAT THIS MEASUREMENT CANNOT TELL YOU

- This is a pre/post comparison, **not a randomised A/B test**. A holdout is the stronger design and we will structure one on request.
- Checkout-complete rate moves with payment processing, site changes and seasonality.
- The window is roughly seven weeks directionally strong, not a long-run figure.
- **The audit counted first orders only.** The brand is subscription-led and most recovered customers continue past order one, so all subscription revenue after the first order is excluded from the \$130,000. We are quoting the conservative number.

Kyra SMS Revenue recovery infrastructure

3 / 4

03 WHAT IT COSTS

15% of tracked recovered revenue

No fixed platform cost, no minimum, no seat fees. The fee scales with recovered revenue:
nothing recovered, nothing charged.

Tracked recovered revenue	\$170,000
Fee at 15% of tracked	\$25,500
Client-audited incremental revenue	\$130,000

Cost per incremental order (vs. ~\$92 average order)

~\$18

Return on audited incremental revenue

~5×

Note which number that is. Calculated on tracked revenue, the same programme returns ~6.7×. We quote the audited figure.

WHAT THIS LOOKS LIKE FOR YOU

Monthly abandoned checkouts × 5.8% × your AOV	= recovered revenue
Less the fee	– 15%
Less an incrementality haircut, applied honestly	– ~23%
Your incremental contribution	= the rest

Recovery rate moves with vertical, price point, and where in the funnel the trigger sits. Reply rates across our portfolio run from the **high teens to the high twenties percent**. The 5.8% above is this brand's result **not a floor, and not a promise**. Rollout is gradual, measurable within weeks, and carries no fixed commitment.

Engaged an abandoned checkout that entered the programme and received at least one message. **Reply rate** share of engaged checkouts where the customer sent at least one message back. **Recovery rate** share of engaged checkouts resulting in a completed, attributed order.

Tracked revenue revenue from orders attributed to a conversation. **Incremental revenue** revenue judged not to have occurred without the programme, measured by the client via pre/post checkout-complete rate. **Reversed order** subsequently refunded or charged back.

Measurement window programme live early June 2026; order-level figures 1 July – 18 August 2026. Subscription revenue after the first order is excluded throughout. Client name withheld; all figures are aggregate and none are traceable to an individual customer.

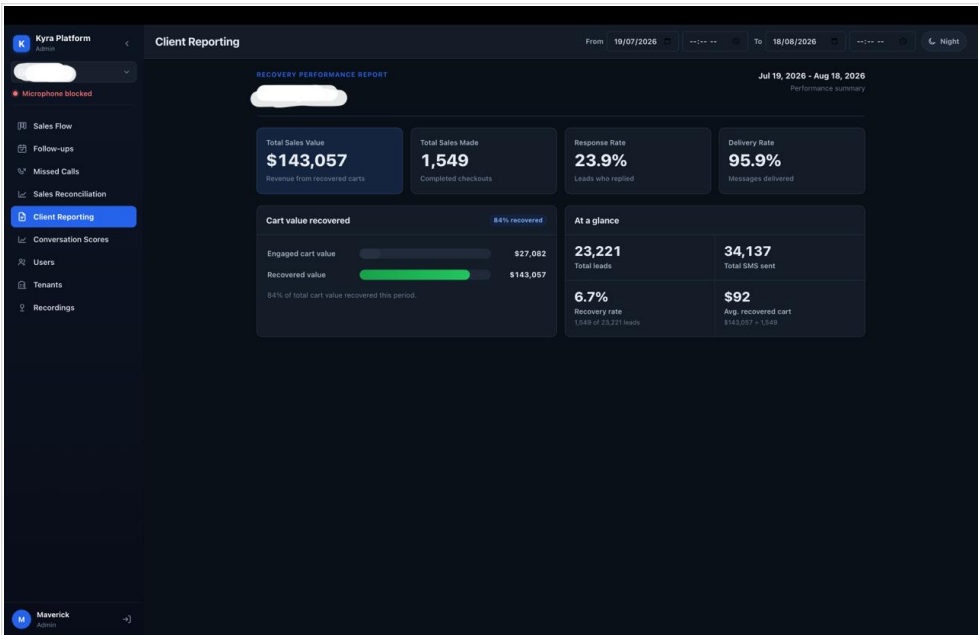
System overview

Selected views from the Kyra SMS platform, including reporting, conversation intelligence, live sales flow, and representative customer conversations.

SCREENSHOT - CLIENT REPORTING

Client reporting dashboard, showing recovered sales value, completed checkouts, response rate, and delivery rate.

- Shows the programme’s headline recovery, response, checkout, and delivery metrics in one client-facing view.



SCREENSHOT - CONVERSATION SCORES

Conversation scoring view, with outcomes, drop reasons, message counts, and score-explorer detail.

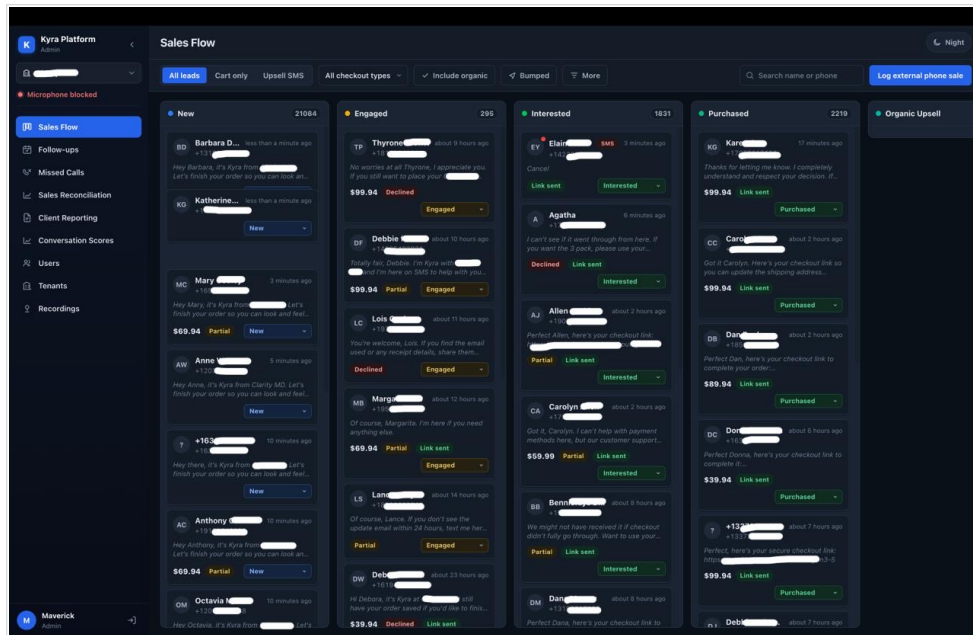
- Breaks conversations down by outcome, drop reason, message count, and score so performance can be diagnosed.



SCREENSHOT - SALES FLOW

Sales-flow board showing the progression from new leads through engaged, interested, and purchased customers.

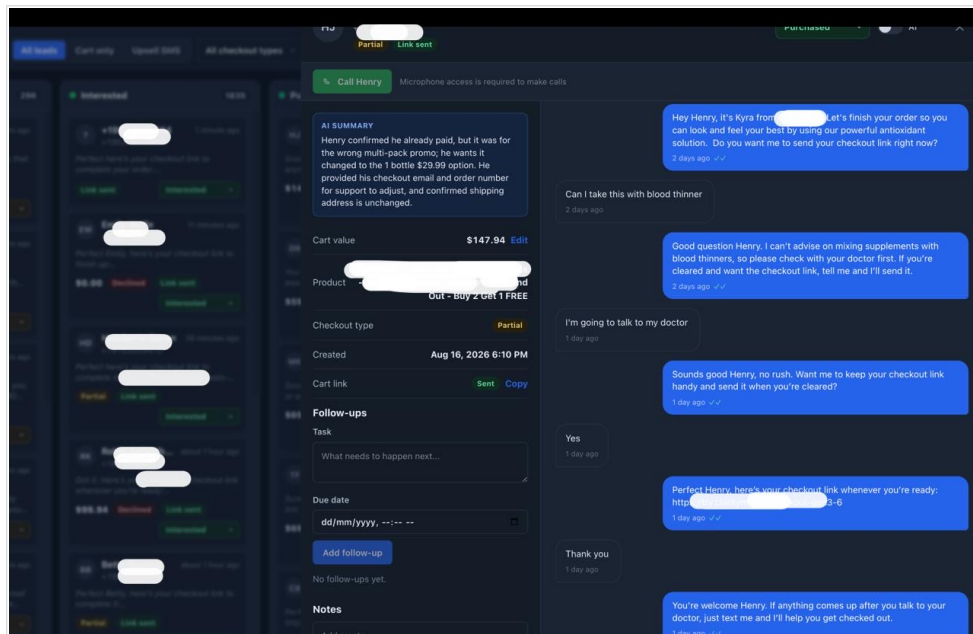
- Makes the operating funnel visible from new lead through engagement, interest, and purchase.



SCREENSHOT - CONVERSATION EXAMPLE: TRUST AND COMPLIANCE

Example conversation handling a health-related question by directing the customer to consult a doctor before purchasing.

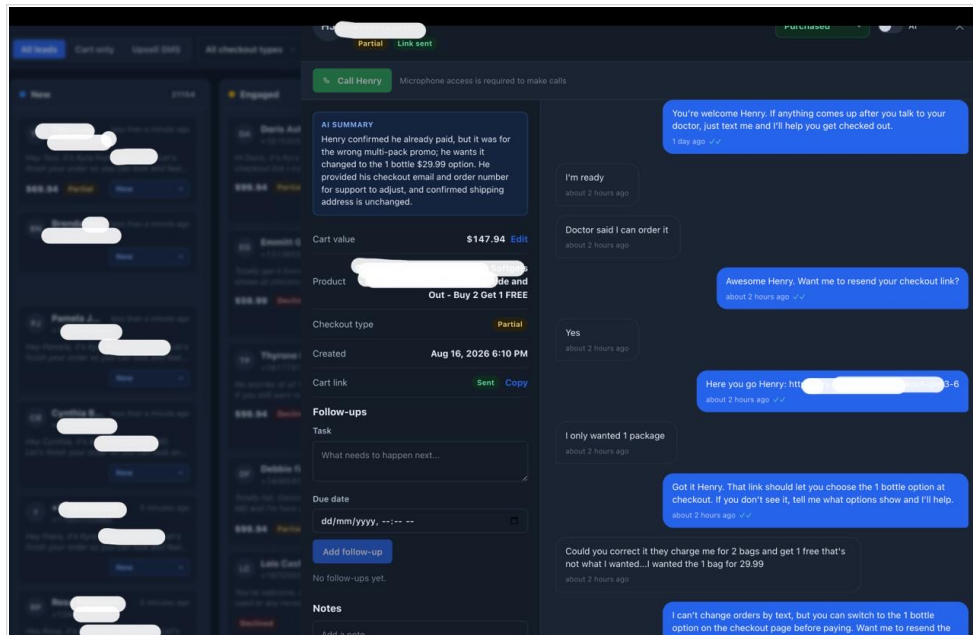
- Shows a cautious, compliance-aware response to a health question before sending the customer back to checkout.



SCREENSHOT - CONVERSATION EXAMPLE: ORDER SUPPORT

Example conversation moving from an initial doctor-related question to a returned checkout link.

- Demonstrates how the conversation addresses an order concern and confirms the customer's resolution.



SCREENSHOT - CONVERSATION EXAMPLE: PAYMENT AND PRODUCT ISSUE

Example recovery conversation handling a payment and product-configuration issue before resolving the customer's concern.

- Illustrates practical recovery support when payment details or product configuration create checkout friction.

