



How Thinx uses Pulsar to unearth CX, competitive and creative insights

Case Study – Thinx

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Challenge

Thinx, the makers of period-proof underwear, have become a case study in successful direct-to-consumer (DTC) business, thanks to its category-defining product, in its direct commercial relationship with its customers, as well as in its bold, creative brand, content and campaigns.

But the year 2020 brought new business challenges on several fronts.

On the CX side, people became more reliant –and concerned about ecommerce and delivery: “obviously, all the issues related to the pandemic are so important now, for instance to see the behavior of customers towards delays” tells us Alice Warren, who is Director of CX at Thinx and the main user in the organization.

New challenges also emerged around content, campaigns and creative, as the news cycle accelerated with ever more momentous events taking place every week put brands in front of the choice of how, or whether, to react, and assess how competitors were reacting, since “all brands are approaching these same things simultaneously,” says Warren.

Solution – CX

In the Spring of 2020, when US shoppers turned en masse to purchasing everything online, the national delivery and infrastructure network began to show some cracks: as backlog order for the top online retailers grew, many items went out of stock, and customer anxiety about getting their hands on the product exactly when they needed it became more visible throughout the online landscape. Similarly, concerns about stolen packages and returns became common.



I really love the CORE tool. Once I saw that ability it was very exciting because it's just so cool to see the comparison, even in the images themselves, right? And imagery is so crucial because on Instagram, that's basically what the customers are reacting to – they're looking at the comments and looking at the initial image.



Alice Warren
Director of CX
Thinx

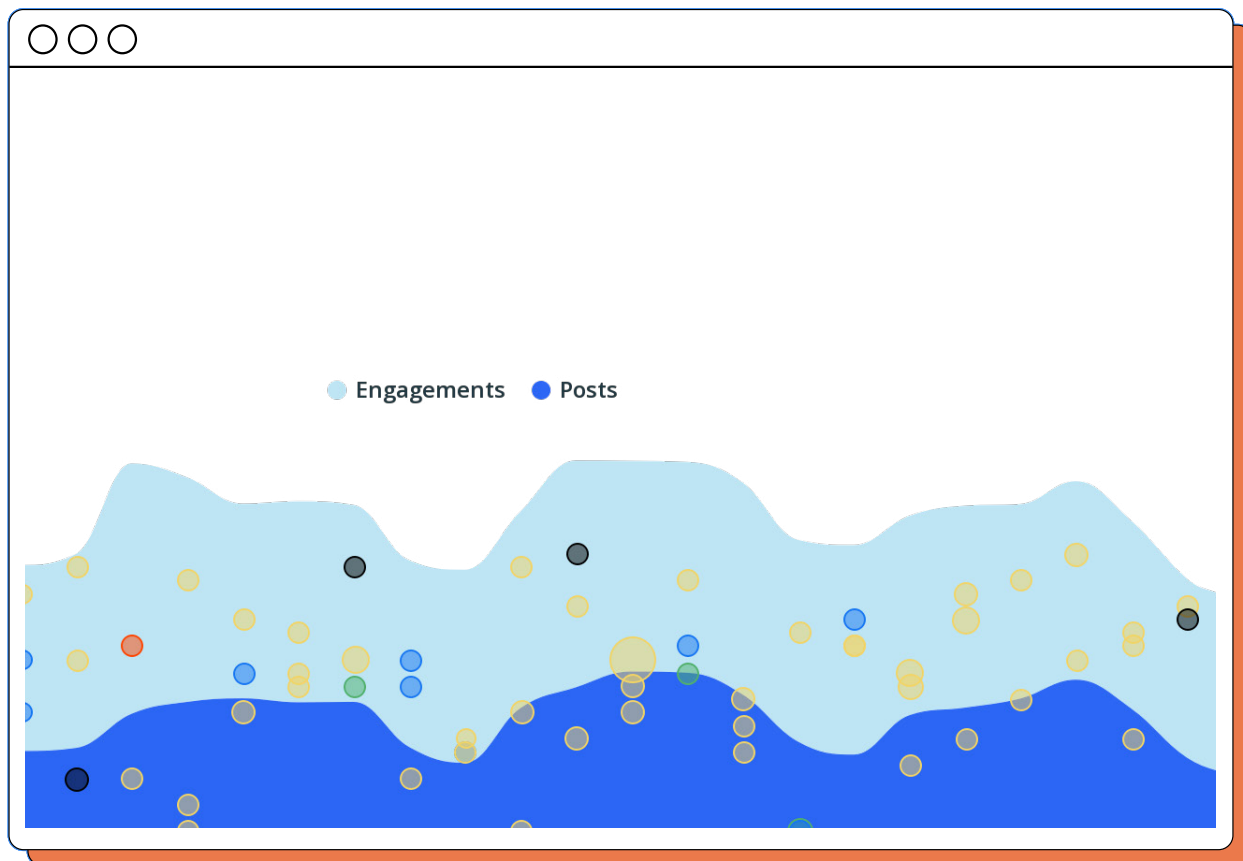
As a majority online retailer, Thinx wanted to stay on top of what those issues might be during a very delicate time, to think ahead of how to respond.

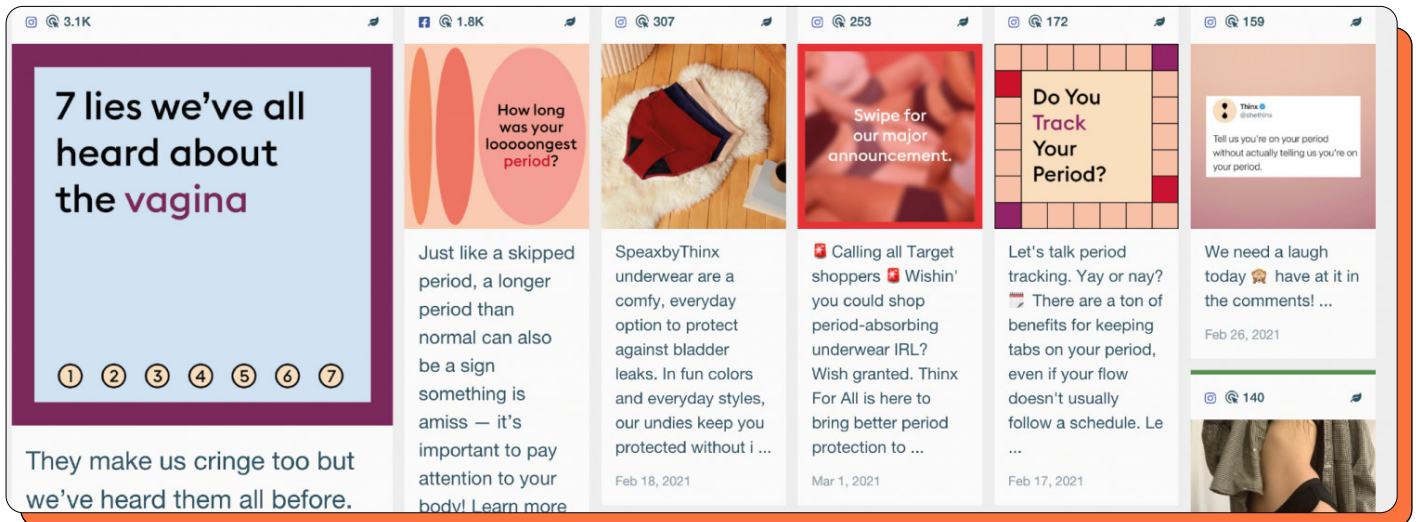
“I think people are more understanding now than they were initially when the pandemic started, like, they actually say that, ‘oh, I understand with COVID there probably be delays’ but they’re getting a little less understanding now as time has gone on!”

By monitoring the broader conversation around any of these issues, Thinx makes sure they are never caught on the back foot. Thinx uses Pulsar TRAC to stay on top of customer issues –from order delays, to stocking issues, and customer concern about stolen packages– and to think ahead of how to respond or address them if they were to pop up in their business.



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Solution – Creative and Competitive insights

And while Warren's remit is in CX, Pulsar CORE allows her to work closely with her content and social counterparts and feed them insights into how their content was resonating with the Thinx audience, as well as what was working for competitors in terms of public positions, ads and creative choices. As the news cycle keeps accelerating and momentous events take over the public conversation Warren says Pulsar CORE helps her and the team “see what other brands are doing around those same events, and then reporting on how people felt about them.”

The view of the competitor also helps Warren and team think around how to best highlight UGC (user generated content) and make creative choices of their own that were influenced by trends and themes popular amongst users.

“Through Pulsar CORE, our other tools and our analysis through Facebook Ads Manager, it became clear that there was definitely an understanding we can get from our customers about what they want to see,” says Warren. “These kind of share outs we did from the Pulsar data along with other platform data became crucial to understanding that feedback,” she says.

“Just having it in one place, you don't have to go and search and look at the competitor, you don't, you don't have to go and search what your ad you can see week over week, okay, this is what we were putting out, this is what they were putting out, this is what happened, and this is what it looks like, versus what we put out.”

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