

Case Study

Tapi Carpets and Floors boosts conversions by 123% with Upland Adestra



INDUSTRY

Retail / Home Furnishing

COMPANY

Tapi Carpets and Floors

LOCATION

London, UK

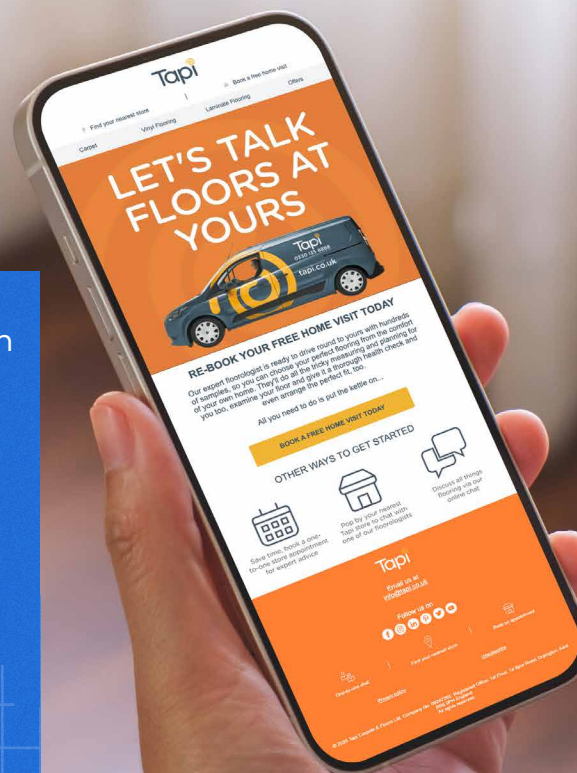
www.tapi.co.uk

Founded in 2015, Tapi Carpets and Floors is a fast-growing flooring brand built on a heritage of family expertise and customer-first values. With over 180 locations across the UK, Tapi delivers a joyful and personalized carpet and flooring buying experience both in-store and at home.



Tapi Carpets and Floors partnered with Upland Adestra to boost conversions from home visit bookings by adding automated SMS to email workflows.

The strategic shift drove a 6% lift in conversions—capturing high-value opportunities that might have been lost. Using Adestra's Automated Program Builder, Tapi triggered timely, branded texts to re-engage warm leads. Paired with follow-up emails and exclusive discounts, the approach helped Tapi win more sales from the same leads.



How do you re-engage high-intent leads who never convert?

Home Visit leads were slipping through the cracks

Home visits are a key sales driver for Tapi Carpets and Floors. With each visit, a Floorologist brings samples, takes measurements, and helps consumers plan fittings—removing friction from the buying process.

But coordinating those visits required a phone call, and missed connections were common.

Consumers who requested a visit would receive a follow-up email, built in Upland Adestra, letting them know to expect a call. The email was detailed, complete with Trustpilot reviews, stage-by-stage guidance, and financing info. But many consumers didn't pick up unknown numbers, and voicemails went unreturned.

Despite having clear interest, too many leads were stalling before appointments could be booked.

Multi-channel journeys with SMS closed the gap

Tapi adjusted its form opt-in language, allowing for better use of SMS in addition to email. This let the team introduce new multi-channel journeys that matched the urgency of each lead.

If calls didn't result in a booking, the lead entered an automated journey in Adestra. After 3 days, if no booking occurred, the prospect received a branded SMS from "TapiCarpets" with a clear CTA and link to rebook online. The high open rates (90–95%) and immediacy of SMS made it ideal for reaching busy consumers in the moment.

Those who still didn't convert were looped back into an email nurture flow—with a personalized 10% discount via Adestra's Promotion Codes feature. Tapi also tested different combinations of channel timing and frequency to further optimize the journey.



An SMS strategy that drives real, measurable uplift

More conversions—and more confident customers

Upland Adestra gave Tapi a smarter, more responsive way to follow up with interested prospects. By layering SMS into their Home Visit journey, Tapi reached customers who might not check email (or pick up unknown calls) and nudged them toward action with speed and clarity.

The results were compelling: 6% more conversions, stronger re-engagement rates, and more customers completing the path to purchase.

Those sent SMS were 123% more likely to convert than email-only contacts.

Leads who received an SMS instead of just an email were more than twice as likely to go on to purchase after being re-contacted. The combination of warm intent and timely outreach created a powerful opportunity to close sales that might have otherwise been lost.

Tapi also used nurture discounts and follow-up emails to reinforce the journey, creating a complete ecosystem of conversion-boosting touchpoints.

What's next: SMS surveys and new journey opportunities

With success in Home Visit campaigns, Tapi is expanding its use of SMS. Currently, the team is testing including post-visit surveys via text to boost participation rates.

Tapi sees SMS with Adestra as a long-term asset for delivering better customer experiences and more confident conversions.

Results for Tapi carpet and floors

123%
lift

in conversion rate post-contact for SMS recipients

6%
increase

in home visit conversions with SMS

90-95%
open rates

consistently with SMS messaging

Upland Adestra

Upland Adestra helps brands deliver timely, personalized, and relevant email and SMS communications at scale—driving better engagement, smarter automation, and higher conversions across the customer lifecycle.