

5X

INCREASE IN REVENUE IN LESS
THAN 12 MONTHS

12%

SIGN-UP FORM CONVERSION RATE

BUILT FOUNDATIONAL AUTOMATIONS

- WELCOME SERIES
- BROWSE, CART, &
CHECKOUT ABANDONMENTS
- POST-PURCHASE
- REPLENISHMENT REMINDER
- SUBSCRIPTION UPSELL
- CUSTOMER WINBACK

CASE STUDY FLUKER FARMS



TRANSFORMING OWNED MEDIA
WITH TASKON ECOMMERCE

COMPANY OVERVIEW

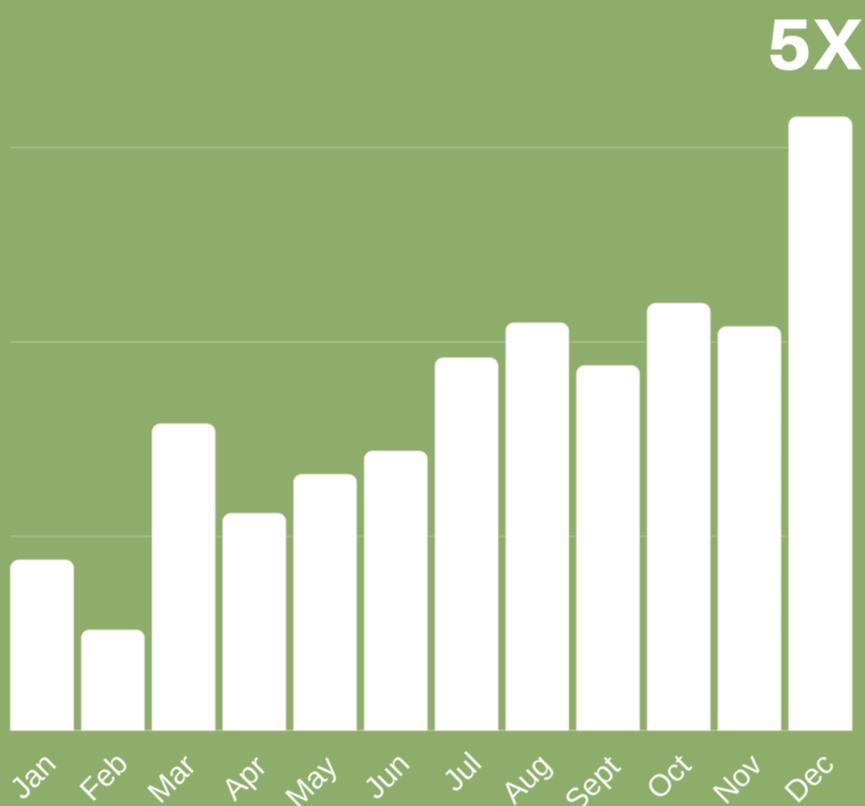
Fluker Farms is a leading provider of premium feeders and supplies for reptile pets. With a loyal customer base, they sought to strengthen their owned media channels to drive growth and customer retention.

THE CHALLENGE

Fluker Farms needed a comprehensive strategy to enhance their email and SMS channels, improve customer engagement, and boost revenue. They were looking for a partner to help them transition from a reactive marketing approach to a proactive, retention-focused strategy.

THE SOLUTION

TaskOn eCommerce partnered with Fluker Farms to implement a robust marketing strategy focused on email and SMS marketing, foundational automations, and personalized customer engagement. TaskOn's expertise in **EMAIL, SMS, AND LOYALTY-FOCUSED MARKETING** helped transform Fluker Farms' owned media into a growth powerhouse.



 **TaskOn eCommerce**
www.getyourtaskon.com

EMAIL, SMS, & LOYALTY-FOCUSED MARKETING

TASKON'S EXPERTISE

KEY INITIATIVES:

1. Optimized Sign-Up Forms

Redesigned the customer sign-up form to maximize conversions, achieving a **12% sign-up rate**.

2. Launched SMS Marketing

Introduced SMS as a core marketing channel to enable real-time, impactful communication with customers, driving **11% of total revenue**.

3. Built Foundational Automations

Implemented essential automated flows to create seamless, personalized customer journeys, contributing **49% of total Email and SMS revenue**.

4. Consistent & Personalized Campaigns

Established a regular campaign cadence, leveraging dynamic, personalized content to improve customer engagement and retention, leading to a **22% increase in click-through rates** and a **15% lift in conversion rates**.

THE RESULTS

TASKON'S APPROACH DELIVERED EXCEPTIONAL RESULTS FOR FLUKER FARMS

OWNED MEDIA REVENUE GROWTH

Achieved a **507% INCREASE IN REVENUE** in less than **12 months**.

ENHANCED CUSTOMER ENGAGEMENT

Average email open rate reached **42%**, with SMS click-through rates exceeding **25%**.

STRONGER RETENTION

Driven by personalized flows and timely communications, repeat purchase rate increased by **18%**.

THE NEXT CHAPTER

CONTINUED GROWTH WITH TASKON

With a strong foundation in place, Fluker Farms is ready to tackle the next phase of growth with TaskOn eCommerce:

YOT
PO.

LOYALTY PROGRAM

Launching a Yotpo-powered loyalty program to reward and retain repeat customers.

b:

USER-GENERATED CONTENT (UGC)

Partnering with BazaarVoice to showcase authentic customer reviews and experiences.



ADVANCED INTEGRATIONS

Expanding retargeting efforts with integrations for Google, Meta, and TikTok.



DIRECT MAIL CAMPAIGNS

Using PostPilot to re-engage past customers and drive win-back campaigns.

ABOUT TASKON ECOMMERCE

At TaskOn eCommerce, we help DTC eCommerce brands drive growth and retention by turning their customers into lifelong fans. Through expert email, SMS, and loyalty-focused marketing, we build strategies that foster deeper connections between brands and their customers.

CONCLUSION

Fluker Farms' transformation highlights the impact of a retention-focused marketing strategy. TaskOn eCommerce's expertise in owned media has enabled them to achieve remarkable growth and establish a scalable foundation for future success.

