

GILD®

PRODUCTS

BILLIARD TABLE OF THE MONTH
FATCAT TUCSON 7'
Now comes in 4 colors to match your style
PROTECT YOUR CUE
BILLIARD CUE CASE OF THE MONTH
CASEMASTER CLASSIC Q-VIULT 2-BUTT 2-SHAFT
Treat your Cue to the Ultimate Protection

SHOP VIPER DESPERADO

BILLIARD SET OF THE MONTH
February's Must-Have Billiard Gear!
VIPER

CHOOSE YOUR COLOR NOW

BILLIARD CUE OF THE MONTH
VIPER DESPERADO IRON CROSS
Unmatched Precision, Control and Style
CHECK THIS MONTH'S PICKS!
That's why we've hand-selected this month's best billiard gear to maximize your accuracy, protect your gears, and enhance your playing experience.
Every great player knows that skill alone isn't enough... your equipment matters!
Like any great relationship, your bond with your pool cue needs protection and care.

BILLIARD CUE OF THE MONTH
VIPER DESPERADO IRON CROSS
Unmatched Precision, Control and Style

LOVE YOUR GAME: 48-HOUR FLASH SALE!
For the next 48 hours only, enjoy 15% OFF all pink-themed game room essentials! Grab your favorite pink gear before the sale ends.

DART OF THE MONTH
VIPER BLACK FLUX
90% TUNGSTEN STEEL OR SOFT TIP CONVERSION DARTS
Perfect for players who want flexibility without compromising on performance.

Dual Compatibility:
Switch between steel tips and soft tips for use on sisal or electronic dartboards.

Precision Barrels:
90% tungsten barrels with a slim profile for tight groupings and higher scores.

Customizable Flights:
Includes standard and slim flights to suit your throwing style.

Complete Set:
Comes with three darts, converter points, soft tips, o-rings, and six flights.

Lifetime Guarantee:
Backed by a lifetime warranty on the barrels for lasting performance.

20g
CLASS GRADE
CLASS GRADE

FLUX

Complete Set:
Comes with three darts, converter points, soft tips, o-rings, and six flights.

Lifetime Guarantee:
Backed by a lifetime warranty on the barrels for lasting performance.

SHOP 15% OFF NOW

CHOOSE YOUR COLOR

PLANNING POOL
Make sure

START 2025 WITH FAMILY FUN & HOBBIES

Bring everyone
Learn a ne
darts to
We ha

VIPER BLACK OBSIDIAN SISAL DARTBOARD
Unmatched Precision-Ready Performance
Built for serious players
Superior:

Convenient carrying strap for easy transport

Luxurious leatherette exterior that repels moisture and prevents warping

Two spacious pockets for all your accessories

Soft-lined interior that cushions your cues against impacts

Room for 2 butts and 2 shafts - perfect for keeping your cues open

4X

INCREASE IN OWNED MEDIA
REVENUE

+25%

SMS CLICK-THROUGH RATE

BUILT FOUNDATIONAL AUTOMATIONS

- WELCOME SERIES
- BROWSE ABANDONMENT
- CART ABANDONMENT
- CHECKOUT ABANDONMENT
- POST-PURCHASE
- SUBSCRIPTION UPSELL
- CUSTOMER WINBACK

CASE STUDY GLD PRODUCTS



TRANSFORMING OWNED MEDIA
WITH TASKON ECOMMERCE

COMPANY OVERVIEW

GLD Products is a leader in recreational gaming, specializing in high-quality darting, billiards, game tables, and home casino products. Known for innovative brands like Viper®, Fat Cat®, and Casemaster®, GLD Products delivers

THE CHALLENGE

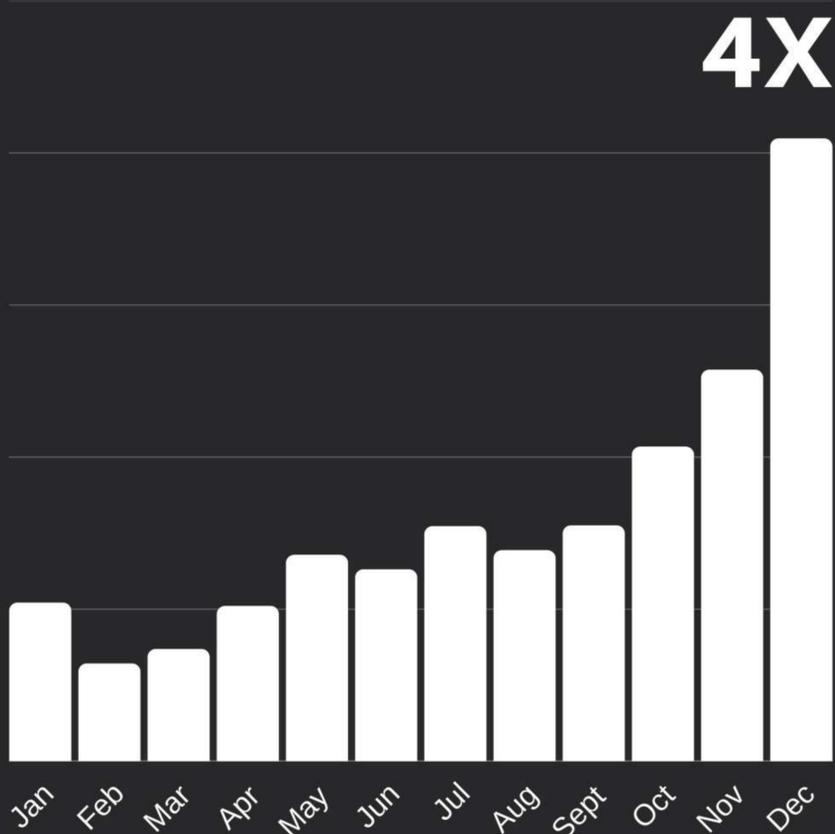
After a period of unmanaged digital marketing, GLD Products faced declining performance in their owned media channels. A customer sunset flow had suppressed 80% of their email list, leaving only a small fraction of their audience actively engaged. With email and SMS marketing underperforming, GLD Products needed a comprehensive strategy to repair deliverability, re-engage their audience, and drive measurable growth.

EMAIL, SMS, & LOYALTY-FOCUSED MARKETING

TASKON'S EXPERTISE

THE SOLUTION

TaskOn eCommerce partnered with GLD Products to rebuild their owned media strategy from the ground up. By focusing on deliverability repair, re-engagement campaigns, and integrated retargeting, TaskOn helped GLD Products unlock the potential of their email and SMS lists, driving rapid and sustainable growth.



 **TaskOn eCommerce**
www.getyourtaskon.com

KEY INITIATIVES

1. Repaired Deliverability

Cleaned the email list, segmented engaged users, and restored sender reputation, achieving a **95% inbox placement rate**.

2. Re-Engagement Campaigns

Launched personalized email and SMS campaigns with exclusive offers to rebuild trust and reactivate **30% of the suppressed audience, increasing email open rates by 25%**.

3. Integrated Retargeting Ads

Used retargeting campaigns on platforms like **Google and Meta** to complement email and SMS efforts, bringing lapsed customers back into the purchase funnel.

4. Optimized Foundational Flows

Implemented key automated flows such as Welcome Series, Cart Abandonment, Post-Purchase, and Customer Winback, generating **60% of email and SMS revenue**.

5. Consistent Campaign Cadence

Established a reliable campaign schedule featuring dynamic, personalized content that boosted click-through rates by **20% and conversions by 17%**.

THE RESULTS

TASKON'S STRATEGIC APPROACH DELIVERED EXCEPTIONAL RESULTS IN LESS THAN 12 MONTHS

REVENUE GROWTH

Achieved a **540% INCREASE** in owned media revenue.

IMPROVED DELIVERABILITY

Restored sender reputation, ensuring campaigns consistently reached customer inboxes.

RE-ENGAGED CUSTOMERS

Reactivated a significant portion of the suppressed list, driving a **22% INCREASE** in overall customer retention.

OPTIMIZED CAMPAIGN PERFORMANCE

Achieved a **4.89% EMAIL CLICK-THROUGH RATE** and a **25% SMS CLICK-THROUGH RATE**, driving higher customer interactions and conversions.

THE NEXT CHAPTER

CONTINUED GROWTH WITH TASKON

With their owned media strategy revitalized, GLD Products is poised for continued growth with TaskOn eCommerce, focusing on:



LOYALTY PROGRAM

Launching a LoyaltyLion-powered program to reward and retain loyal customers.



AFFILIATE PROGRAM:

Partnering with GoAffPro to expand their audience through affiliates.



CUSTOMER REVIEWS

Leveraging Okendo to collect authentic reviews and build credibility.



DIRECT MAIL CAMPAIGNS

Utilizing PostPilot to re-engage past customers with personalized win-back offers.

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

GLD Products' success highlights the transformative power of a strategic owned media approach. With TaskOn eCommerce's expertise in repairing deliverability, re-engaging audiences, and optimizing automation, GLD Products achieved remarkable growth in less than 12 months and set a strong foundation for future success.

