

CASE STUDY

KLAVIYO: 24 HOURS LATER

GET YOUR FIX

FASTCO

SWIPE



THE BRAND

For 25 years, Fastco has been at the forefront, the leading dedicated supplier of fixings, fasteners and tools to trades.

We have enjoyed working with Fastco for a number of years on all manner of projects, from website development to SEO.

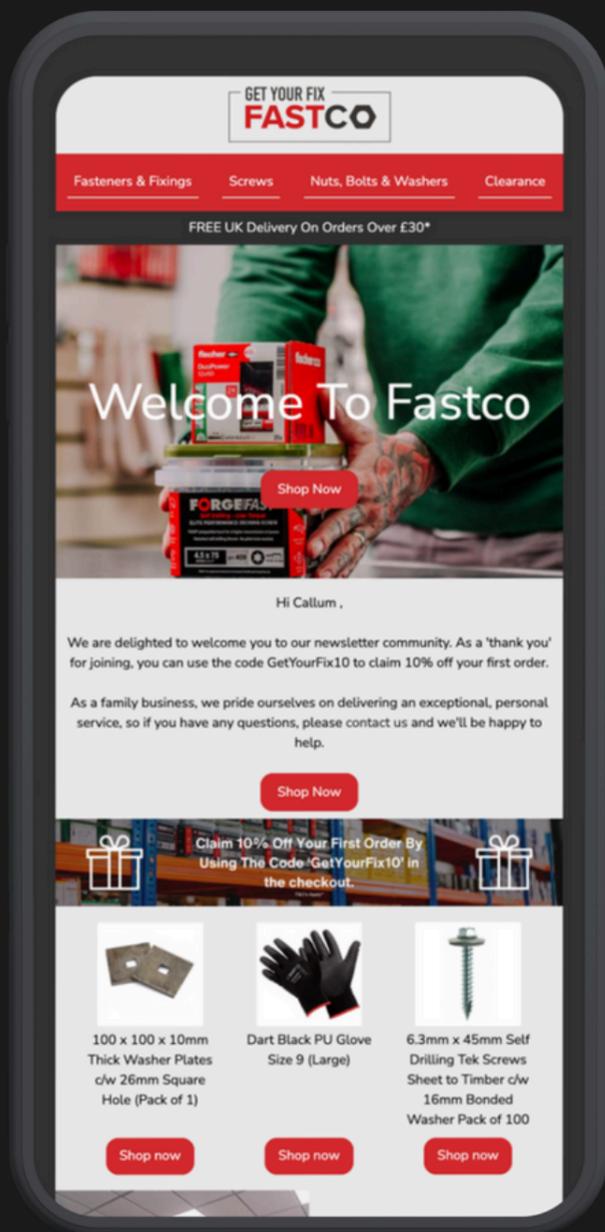
Fastco decided it was time to implement an email marketing strategy and thus this project was born.



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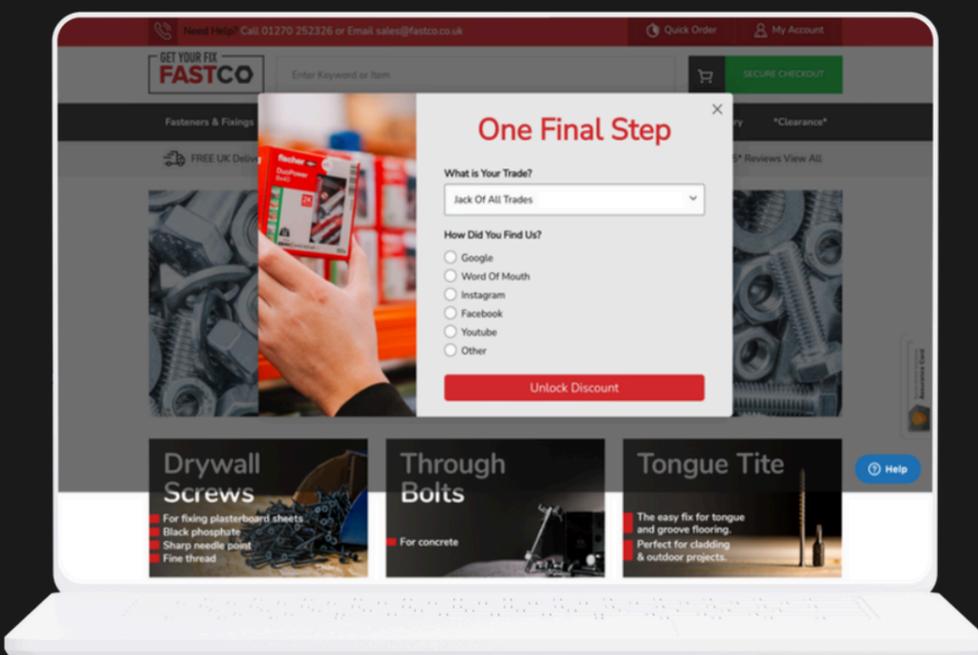
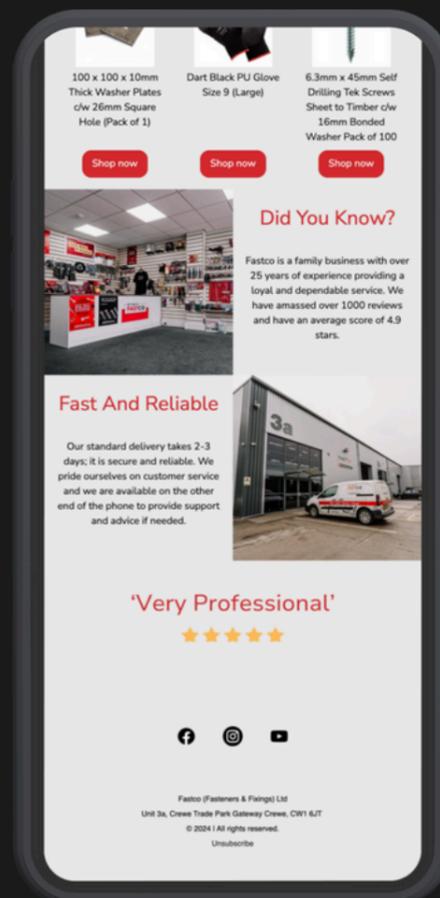
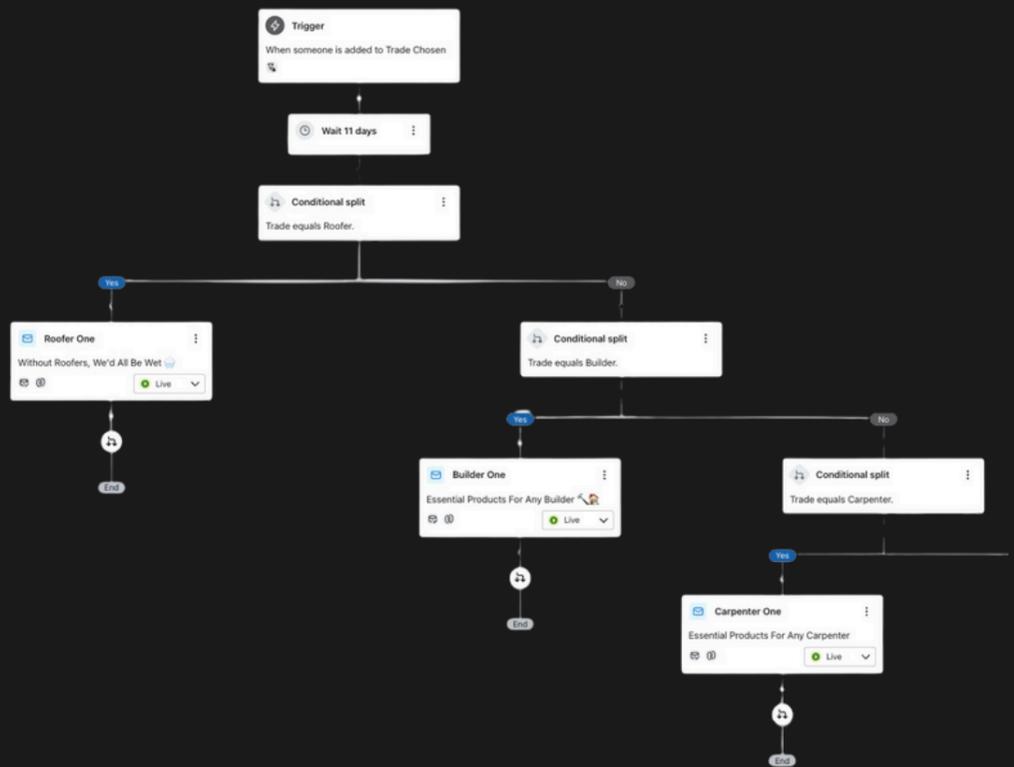
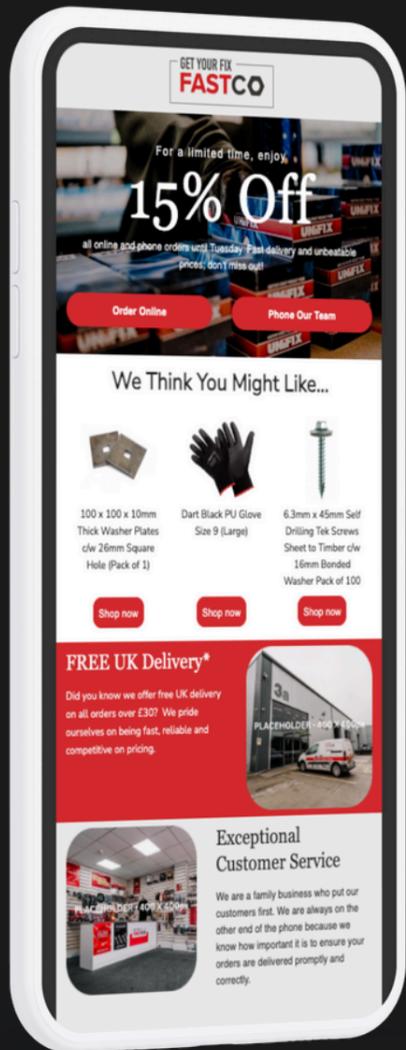
THE SETUP

The setup for this project had multiple steps:



- Designing new visually-striking on-brand templates
- Creating automations to build an effective marketing funnel
- Integrating with Magento 2
- Building systems to collect primary data

THE VISUALS



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24 HOUR RESULTS

REVENUE: **£3,173.28**

SUBSCRIBERS: **+173**

OPEN RATE: **34.9%**

CLICK RATE: **3.92%**