01/ THE BATTERY STATION.

OVERVIEW

Battery Station was established in May 2003 providing high-quality batteries to the TV & Film Industry. Over the following years, the business diversified into the supply of batteries to companies ranging from PLCs to the public sector, and DTC. Since its inception in 2003, the range of batteries has increased from 60 lines up to a product range of over 500 items.

Initially, PAASE was brought in on a small project for Battery Station, but that soon changed...

“PAASE is the first company that we have worked with that has made email actually work. They are the only company we have worked with that has understood the B2B space we’re in regards to email marketing and the results we’ve received by working with them have been fantastic. We’re excited to be working with the team moving forward to eventually further segment our databases, carry out some A/B testing and create some more personalised messaging. We’re very much looking forward to the future.”

– Jamie Lupton, Managing Director.

CHALLENGE

After the team saw PAASE’s email marketing turn into a revenue engine for the business, the relationship quickly escalated into a long-standing partnership that continues to this day. Through a combination of meticulous customisation and strategy – Battery Station has yielded countless results with rises in revenue by 160% and a more customer-centric email journey.

SOLUTION

Battery Station were operating with two different ESPs – Mailchimp and Klaviyo. Understanding this, PAASE’s first task was to migrate all contacts from Mailchimp into Klaviyo, putting all data into one ESP. This transition not only saved costs for the company but amplified simplicity; things were immediately easier, organised, and more effective.

Once the foundations were set, PAASE were able to set up automations engaging the right customers at the right time with the right email maximising revenue for Battery Station. Automations, to help keep the brand front of mind Purchase Intent and time scheduling for emails to provide optimum results and to help encourage sales.

RESULT

Scaling Klaviyo with BigCommerce deployed the ability to re-control the customer’s experience having the ability to deliver personalised experiences that lead to lasting, high-value relationships with customers. In this second phase, PAASE Digital provided solutions in initial set-ups, list building and clean up in Klaviyo.

• Orders increased, on average per quarter, by 314%
• Revenue increased, on average per quarter, by 356%
• Email contribution increased from 4% in Q1 to 15.2%
• Overall email contribution for the year was 10.34% compared to 2020 at 3.72%
• Email conversion increased from 15% to 21%
02/ CURLSMITH.

OVERVIEW

Curlsmith is the first gourmet haircare brand specifically created for curls. Inspired by generations of home made hair remedies, Curlsmith blends fresh curl-loving foods with kitchen cupboard staples and rare organic ingredients to make premium products that really work.

CHALLENGE

The marketing sector at Curlsmith is made up of a small team and although revenue has increased year on year, the team recognised there was still great potential for this to grow even further. PAASE was introduced to Curlsmith to help enhance the current campaigns and flows. Whilst the database was growing, it was not segmented efficiently and there had been many missed opportunities and the need to automate the current CRM journey was essential.

SOLUTION

Curlsmith had been using Klaviyo for a while and as Elite Master Partners, PAASE were able to come on board to make changes and suggestions in order to implement best practice:

- Restructuring the database configuration to create a scalable base for future growth and to improve database reporting
- Implementation of a segmentation strategy to manage the frequency of how and when to talk to customers (and via which channel)
- Adding additional touch points within the customer journey to allow for more granular targeting
- Implementation of a structured testing plan covering data, frequency, creative and subject lines.

RESULT

- Database growth of 600% YoY through targeted data capture processes
- Orders grown by 808% and revenue by 922% YoY
- 900% increase in revenue from automations in Q1
- 1075% more website sessions generated YoY
- Speed in results increased due to the team at PAASE

"PAASE fits in perfectly with our team and really understands what it is we need. We are a small marketing team, so we rely heavily on their expertise, resources and knowledge in the industry to help our continued growth. PAASE is a part of our family and extension of the marketing team. They are really proactive, helpful and always stay on top of the metrics. We are forecasting 3 x more growth and email remains one of the core channels, so we are looking forward to continuing work with PAASE in the future.”

– Igor Diez, Head of Performance Marketing.
“This project has been a huge success for us, both in terms of driving sales and with engagement with Mous. It has really highlighted to the business how much value the email channel can bring to the table.” – Remi Gabietaite.

Overview:
From dropping phones from 45ft cranes and out of helicopters, to sneaking into the Apple store disguised as press and live-testing our new iPhone cases in front of crowds, the Mous journey has been anything but traditional!

They found that slim phone cases weren’t that protective and protective phone cases were ugly. So they set out to create a phone case that was extremely protective yet beautifully crafted. They are continuing their journey with more beautifully practical products.

Challenge:
When Mous came on board with PAASE Digital in February 2020, there were a few challenges which needed to be addressed as a priority. Database configuration was a cause for concern, there was limited understanding of the database and its make-up, and the email strategy only had limited automations.

Solution:
Mous had been using Klaviyo for a while, so PAASE were able to come on board quickly to make wholesale changes to the setup in order to implement best practice.

PAASE conducted a full data audit, and engagement segmentation was implemented to allow for greater targeting to key segments. PAASE optimised the automations, building additional targeting flows, such as browser and collection abandonment. Additionally, new forecasting techniques were established to identify the size of the opportunity email marketing could offer to Mous.

Result:
- Overall channel revenue increased by 1,662% (Google Last Click)
- 44% of revenue delivered via flows (Google Last Click)
- Database size increased by 143% through enhanced data management and acquisitions
- Channel contribution (Google last click) increased from 0.5% to 8.9%
- Database hygiene improved and platform fees reduced by 25% due to archiving process
MuscleSquad launched back in 2017 and was designed to help customers to learn more about the awesome and transformative power of the right training programmes and the power of exercise. What started as a hobby has now turned into a successful, growing business venture, providing fitness and gym equipment online.

The PAASE team ensured the foundations were set and general housekeeping was in order; automated emails, flows, auto delivery updates and delay notifications. Once the fundamentals were complete, one of the next objectives for MuscleSquad was to grow their customer database. PAASE were able to implement a range of different processes to boost database growth and optimise the new automations.

With equipment being hard to get hold of during the pandemic, a pop up notification on the homepage for users to subscribe to updates, also worked extremely well for data capture. MuscleSquad was able to gain email addresses, whilst customers were then notified of stock availability and updates. Consumers who had never purchased from MuscleSquad before were readily signing up to these notifications, so MuscleSquad was gaining new and organic data regularly through this approach.

Previously, MuscleSquad was manually updating customers on a one-to-one basis with stock updates. Due to these new processes, MuscleSquad is not only growing their database, but customer queries have consequently reduced too. Automations include optimised flows for key transactional funnels – browser, add to cart and basket abandonment alongside bespoke post purchase flows that are product specific.

- 670% of database growth since working together
- 37% of the new email opt-ins since December have come from the Back in Stock process
- From a standing start the email is now responsible for 25% of MuscleSquad’s online revenue and 62% of that coming from automated activity

“We see PAASE as a valued extension to our team and they have been a huge part of the growth and success of MuscleSquad over the past year. They haven’t just helped us fix a problem, but are embarking on this journey with us. With further database segmentation and more data capture, we want to follow each customer’s fitness journey and create offerings to suit them. We look forward to our continued success working with PAASE.”

– Stephanie Underwood, Marketing Manager.
This project has been a huge success for us, in terms of driving sales and customer engagement with the brand, and having the team at PAASE there to provide expertise and support throughout has been a key part of that success.” – Jem Allport.
“PAASE have strong direct relationships with Octane & Klaviyo which not only makes integration between the platforms dead easy, but also allows us to jump on new advances and quickly roll out changes and improvements to our customer contact strategy.”

– Ecommerce Director, Curlsmith.

OVERVIEW
Curlsmith is the first gourmet haircare brand specifically created for curls. Inspired by generations of home-made hair remedies, Curlsmith blends fresh curl-loving foods with kitchen cupboard staples, and rare organic ingredients to make premium products that really work. Why – because curls are as unique as you are!

CHALLENGE
Curlsmith approached PAASE Digital to help enhance their email marketing – specifically their campaigns and flows. Whilst the database was growing, Curlsmith had a standardised set-up from database capture tools to pop ups. Albeit, the current process didn’t provide enough information around consumers, therefore there were a lot of missed opportunities. The need to automate the current CRM journey was essential.

SOLUTION
After PAASE had completed the configuration and implementation of bespoke automation flows and segments, prioritising new flows based on acquisition retargeting and retention, then came Octane AI…

- Implement an Octane AI quiz to gather zero-party data about particular hair care needs
- Create a personalised shopping experience to engage consumers
- Consumers receive personalised product recommendations and articles/information that best suits their needs and preferences.
- Integrate quiz in pop-up & home page
- Segment email list based on quiz data
- Create dynamic content-based automation based on results

RESULT
- Database growth has risen from 7% per month up to 15%
- How many users have gone through quiz per month? 52,616 unique starts
- How many users complete the quiz per month? 47,129 users (89.57% completion)
- How many users went on to purchase per month? 3,225 orders (6.27% conversion rate)
- OVER 100K new subscribers to the database since turning on the quiz in 7 months
- Email automation of sending quiz results has generated 2.5% of overall revenue month to date
- Uplift in engagement when using dynamic content in automated emails
- PAASE managed to add an additional 10% to email revenue by adding one additional automation