



TURN YOUR EMAILS INTO REVENUE

Andora, the agency specialized in email marketing





Introduction



Kévin Dang

- Founder of the agency Andora
- 7 years in the marketing world
- Specialized in email marketing



Andora's Mission

- Maximize business growth by turning their customer databases into a true performance lever.

Email marketing



The most powerful loyalty channel

- Enables **direct and personalized** contact at large scale with clients.
- Ideal for working with a **pre-existing database** that has already show interest in the brand.



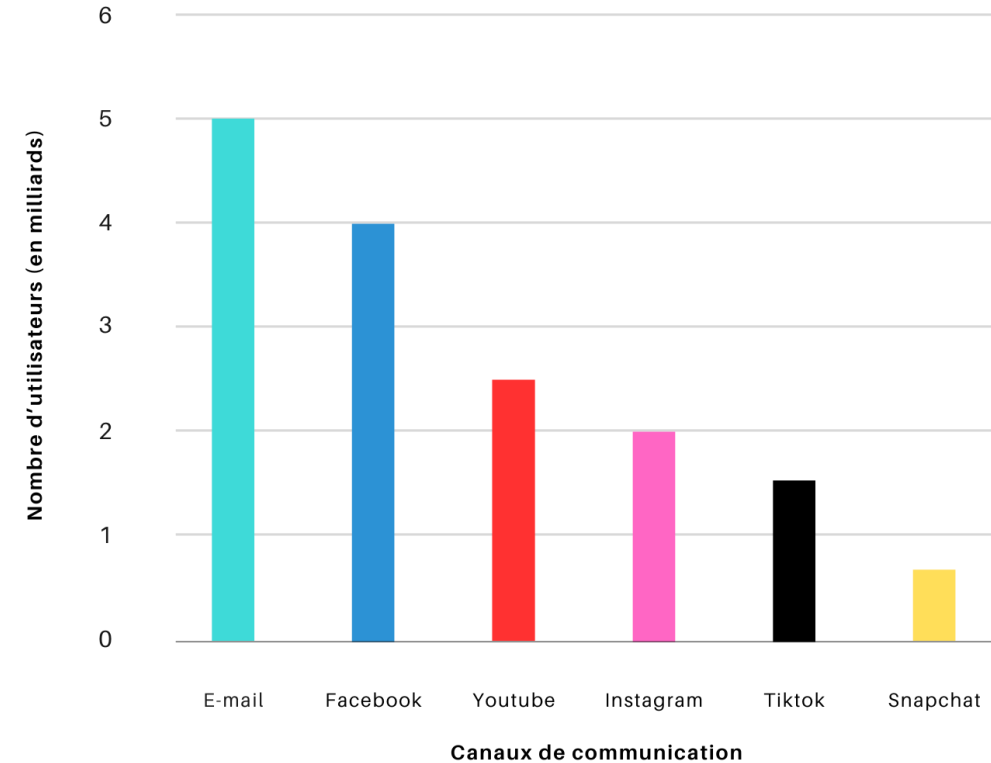
One of the most underrated channels

- One of the most **profitable** digital marketing channels.
- A key driver for sustainable online growth, **based on customer relationships** and data mastery.



A communication that creates value

- **Non-intrusive** : the client chooses to receive your messages.
- Strengthens the relationship and the customer experience by providing useful, relevant and engaging content.



The 3 main benefits of Email Marketing



High Return on Investment

Thanks to its **low cost** and **broad reach**, email marketing helps **generate more sales** by efficiently engaging your customer base.



Personalization and Segmentation

With customer data and segmentation, email marketing allows you to **personalize each message**, even at large scale.



Customer Loyalty and Retention

Email marketing helps maintain a regular connection with your clients, which encourages engagement, repeat purchases, and **long-term loyalty**.

High Return on Investment



Average ROI of 4100%

- Every 1 CHF invested generates an average of 41 CHF.
- Email marketing typically accounts for 20-30% of online revenue.



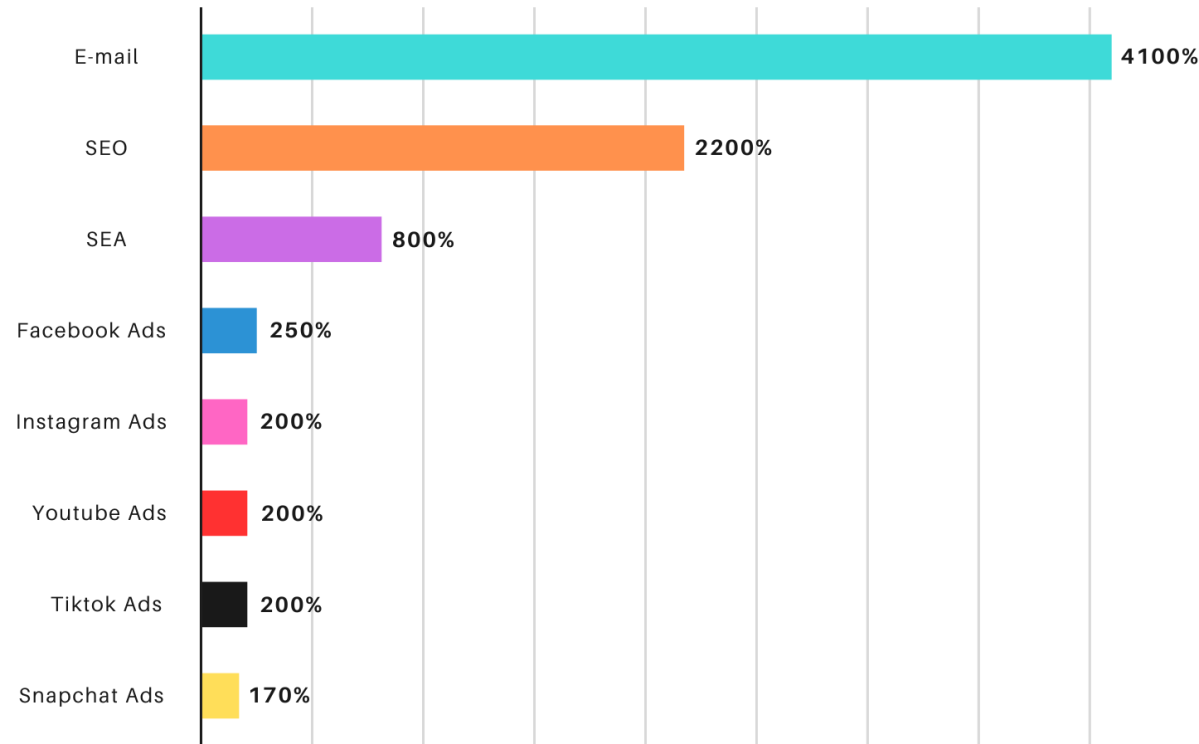
Low Costs, High Impact

- This channel helps generate recurring traffic and significant revenue, all with a very low activation cost.



Reduced Acquisition Cost

- Capturing an email means ensuring you can reach that client again without having to repay for each interaction.



Retour sur investissement

Personalization & Segmentation



Mailing List Segmentation

- Targeting based on interests, purchase behavior, etc.
- Sending relevant, personalized messages tailored to each segment.



Better Customer Knowledge

- Collecting behavioral and declared data.
- Allows you to adapt your marketing actions to each customer's real needs.



Improved Customer Experience

- Good personalization allows you to exceed customer expectations and offer a smoother experience.



Loyalty & Retention



Maintaining the Connection at Scale

- Email marketing allows you to stay in touch with thousands, even hundreds of thousands of clients or prospects, in a simple and structured way.



Profitability of Customer Loyalty

- Getting a client to buy again is much less expensive than acquiring a new one.



Increase in Repeat Purchases

- Email marketing enables the transformation of occasional buyers into loyal customers.
- Higher average order value from loyal clients.



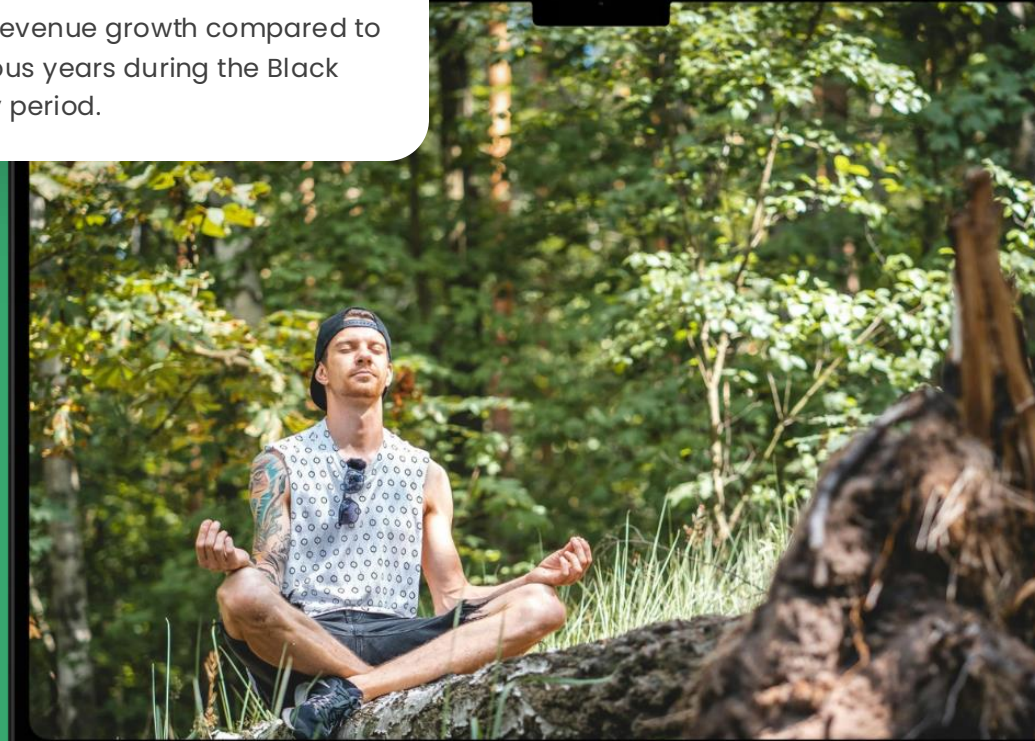
Case Study 1

Company Overview

- **Type** : B2C, physical and e-commerce
- **Location** : Switzerland
- **Products** : Health and wellness
- **Database** : More than 10'000 clients
- **Goal** : Improve online sales performance

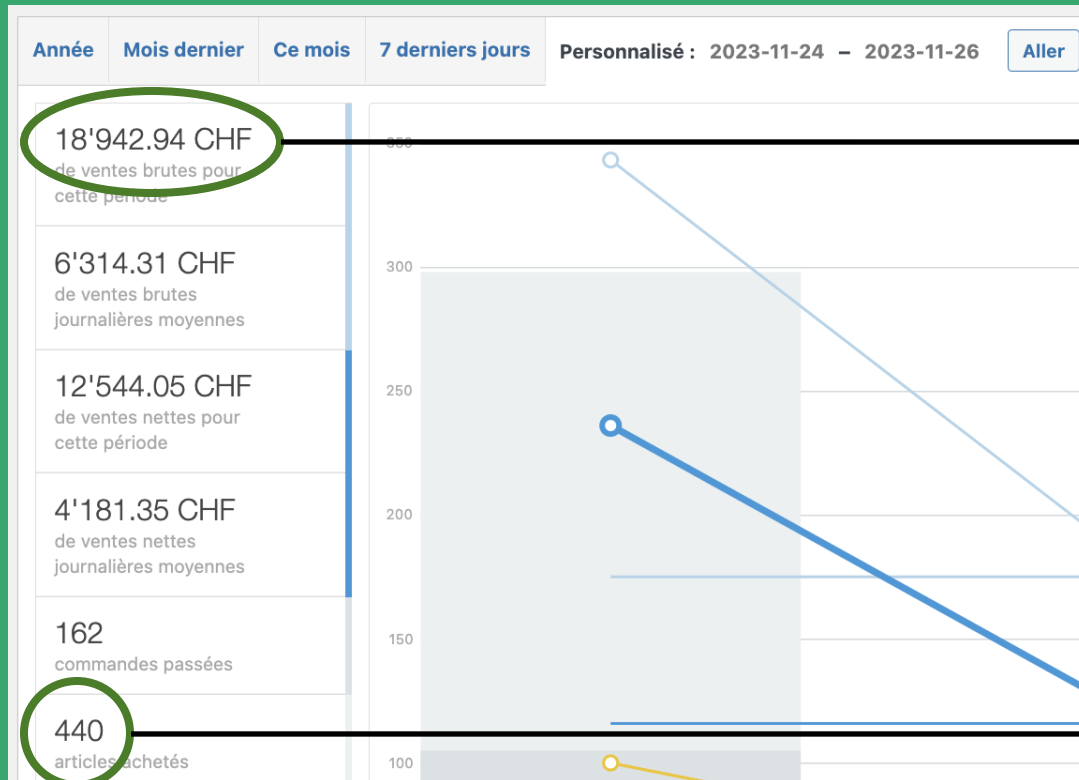
Tangible Results

167% revenue growth compared to previous years during the Black Friday period.



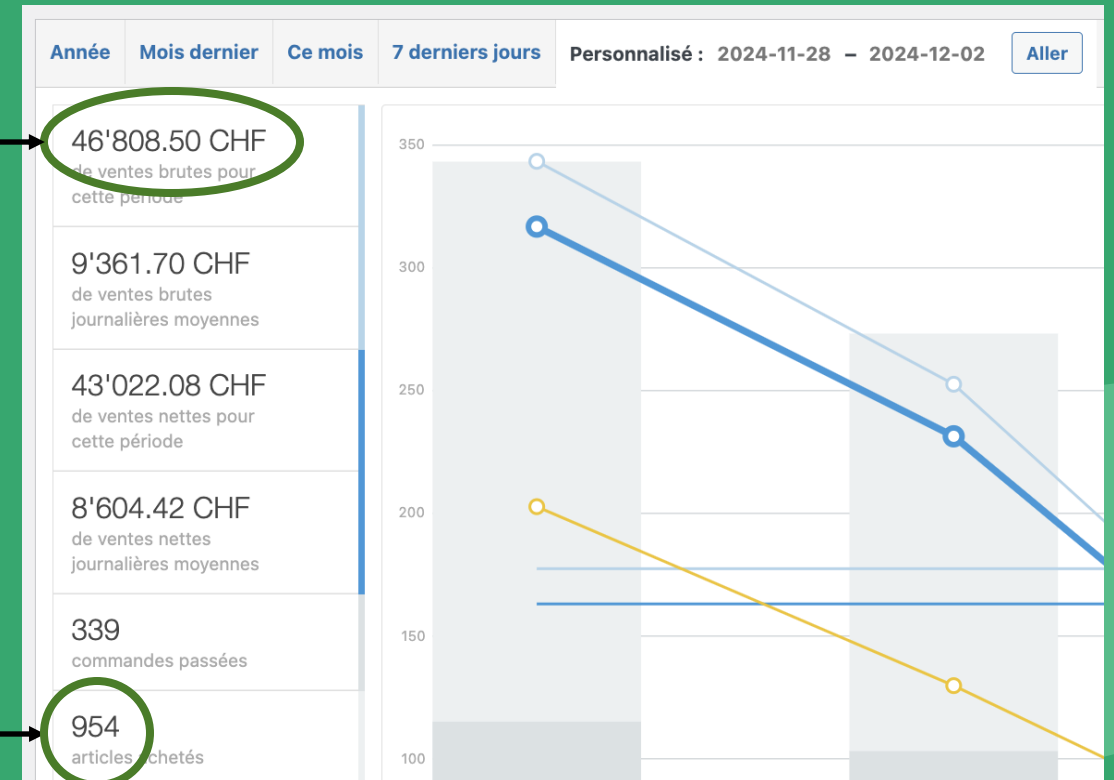
Black Friday Comparison

Black Friday 2023 (minimal email marketing)



+167%
Revenue Growth

Black Friday 2024 (with Andora)



+117%
Items Ordered

+18%
Increase in Average Order Value

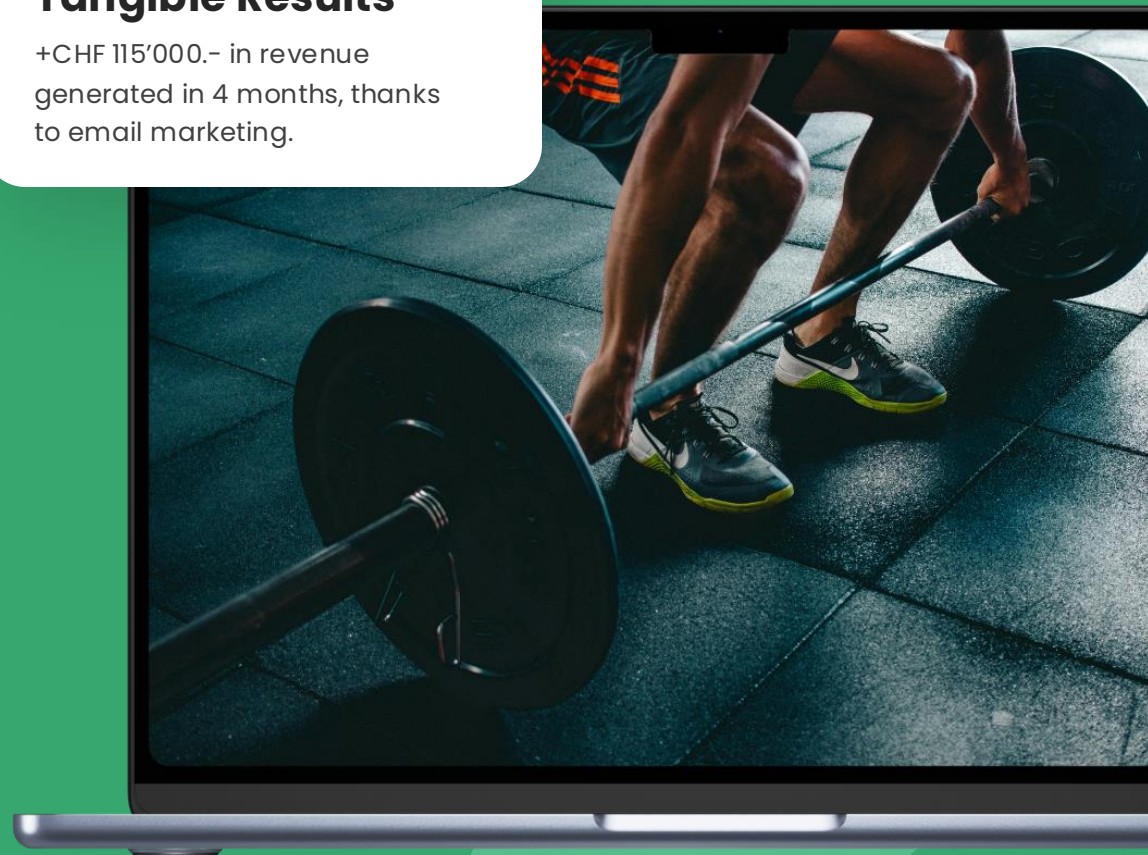
Case Study 2

Company Overview

- **Type** : B2C, B2B, physical and e-commerce
- **Location** : Switzerland
- **Products** : Sports equipment
- **Database** : More than 10'000 clients
- **Goal** : Improve online sales performance

Tangible Results

+CHF 115'000.- in revenue generated in 4 months, thanks to email marketing.



Email Marketing in 4 months

Marketing activity performance

[Learn how we calculate sales](#)

Revenue from Omnisend

Fr.115 827,04

↑ Fr.115 827,04

Campaigns

Fr.69 577,90

↑ Fr.69 577,90

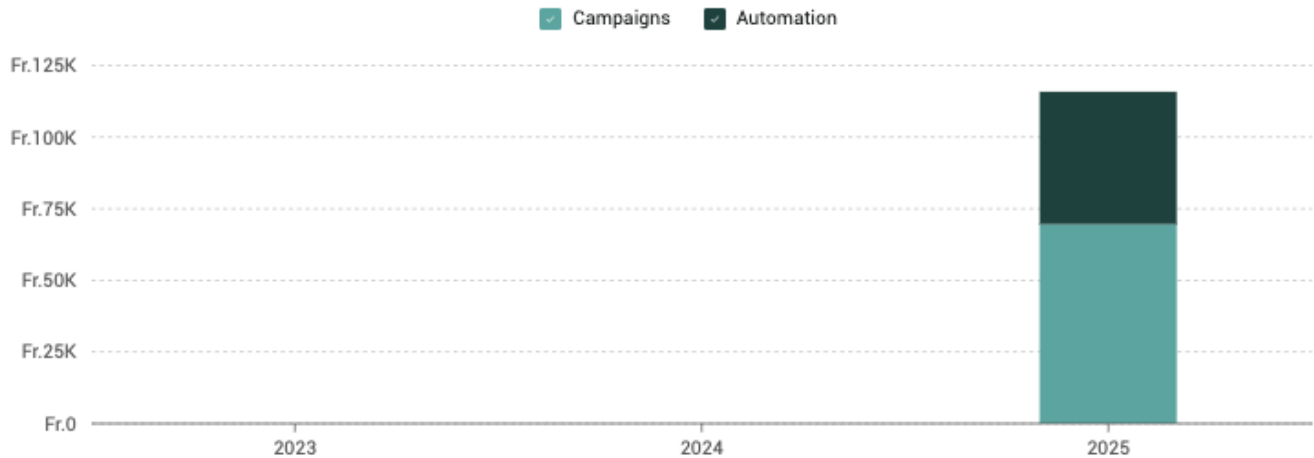
60% of revenue

Automation

Fr.46 249,14

↑ Fr.46 249,14

39.9% of revenue



+CHF 115'000

Revenue in 4 months

+20%

Conversion rate

15+

Automations created

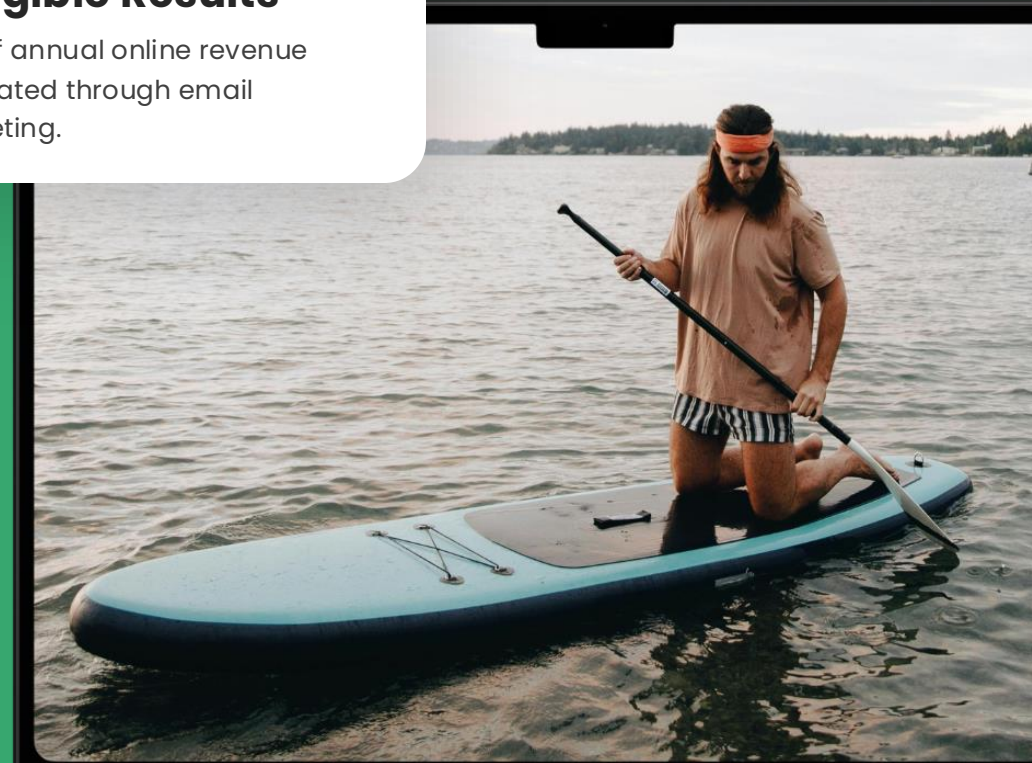
Case Study 3

Company Overview

- **Type** : B2C, physical and e-commerce
- **Location** : Canada, Montréal
- **Products** : Water sports equipment
- **Database** : More than 30'000 clients
- **Goal** : Improve online sales performance

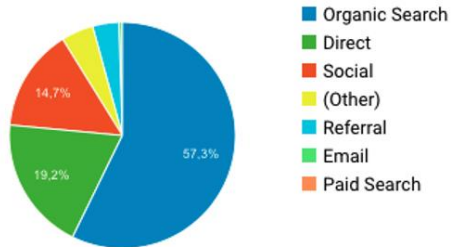
Tangible Results

20% of annual online revenue generated through email marketing.

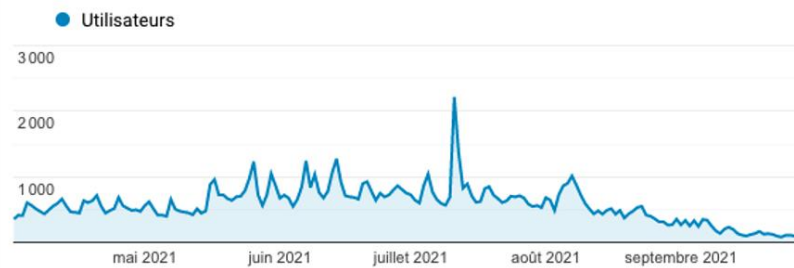


Google Analytics (no email marketing)

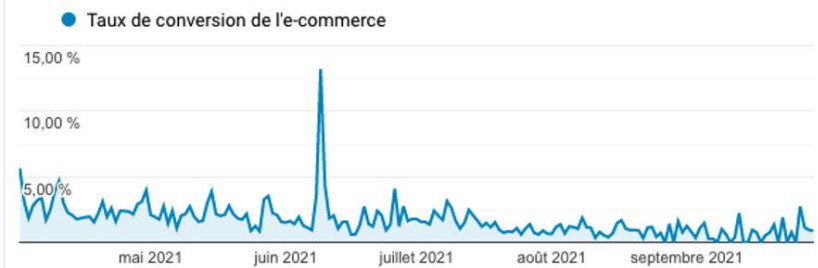
Principaux canaux



Utilisateurs

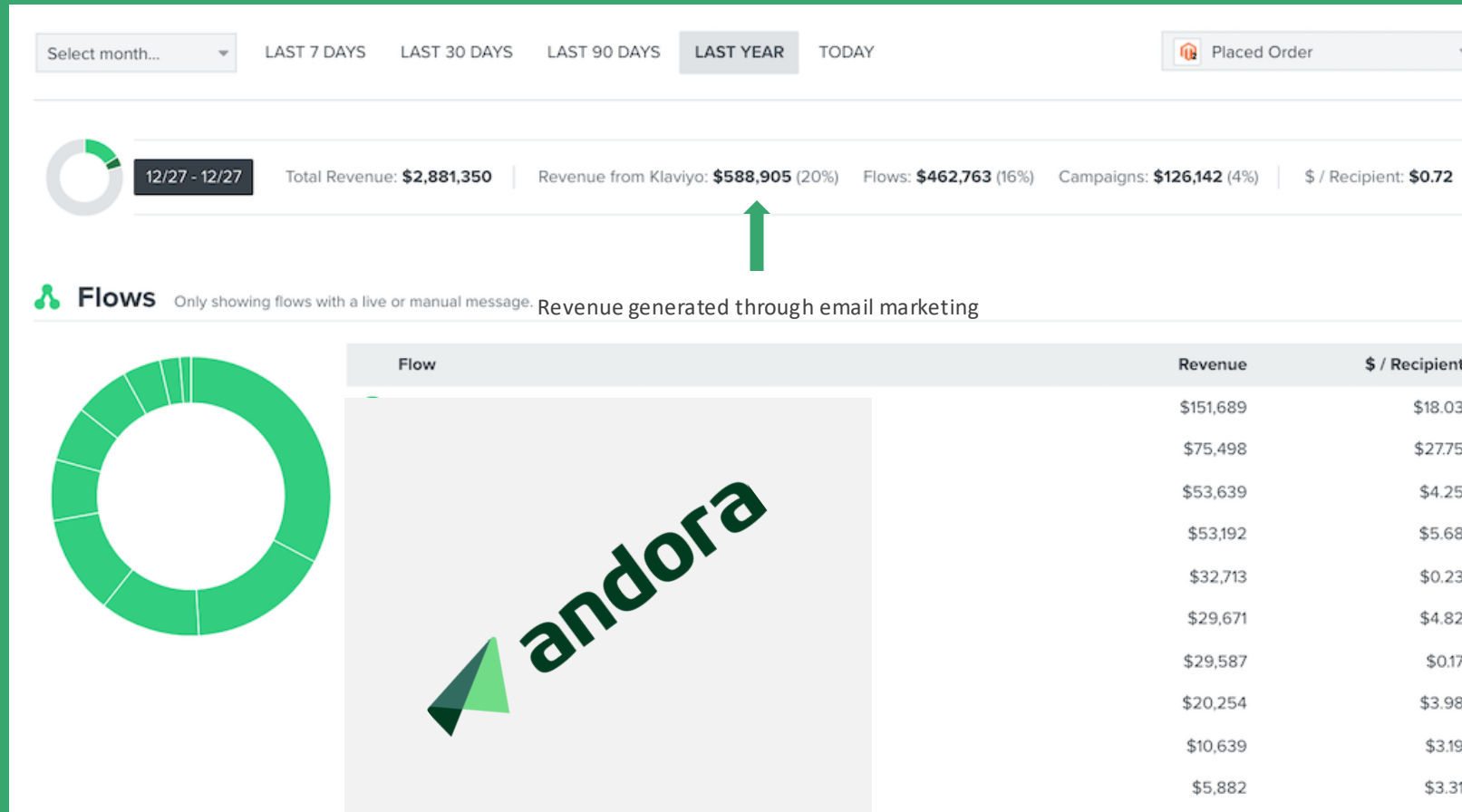


Conversions



	Acquisition			Comportement			Conversions		
	Utilisateurs	Nouveaux utilisateurs	Sessions	Taux de rebond	Pages/session	Durée moyenne des sessions	Taux de conversion de l'e-commerce	Transactions	Revenu
	78 164	78 333	124 642	41,69 %	3,83	00:02:34	1,82 %	2 974	1 981 992,32 \$CA
1 Organic Search	46 558			34,56 %			1,58 %		
2 Direct	15 625			54,82 %			2,78 %		
3 Social	11 934			60,67 %			1,31 %		
4 (Other)	3 735			43,13 %			0,91 %		
5 Referral	3 056			40,01 %			2,83 %		
6 Email	400			49,34 %			7,98 %		
7 Paid Search	4			66,67 %			0,00 %		

Email Marketing in 1 year



20%

Of revenue attributed
to email marketing

15+

Automations created

+18%

Average order value

Our Approach

At Andora, our approach is based on data and driven by results.



01

Data-Drive Approach

Our marketing decisions are guided by data analysis.

02

Continuous Optimization

Nous ajustons nos actions en continu pour maximiser les performances.

03

ROI Maximization

Our goal is to exceed expectations while maximizing ROI.

04

100% Measurable Tracking

All our actions are supported by clear indicators to track and analyze results.

Our Services

At Andora, we offer full management of your email marketing strategy or customized support tailored to your needs.

01

Audit & Strategy

- Data analysis
- Opportunity identification
- Development of tailored strategies

02

Deliverability

- Optimization of email delivery rates
- Avoid landing in spam or the Promotions tab (Gmail)

03

Subscriber Acquisition

- Creation of high-performing opt-in forms
- Strategies to grow your email list
- Email collection

04

Segmentation & Targeting

- Segmentation by interests, purchase behavior, etc.
- Creation of dynamic audiences

05

Campaign Design

- Building the strategy : goals, targeting, timing
- Editorial calendar creation that is clear and consistent

Our Services

At Andora, we offer full management of your email marketing strategy or customized support tailored to your needs.

06

Automations

- Strategy development : goals, conditions, customer journey
- Implementation of automated sequences

07

Content Creation

- Writing of engaging and relevant messages
- Optimized email designs for conversion

08

Analysis & Optimization

- Continuous A/B Testing
- Monitoring & analysis of KPIs
- Optimization of campaigns and automations

09

SMS Marketing

- Writing and sending of targeted SMS campaigns
- Integration with your email campaigns for a multichannel strategy

CONTACT

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