

TWENTY TWENTY THREE

EMAIL & SMS CASE STUDIES.

STUDY 1.

WHEEL CLIENT

MAILCHIMP TO KLAVIYO MIGRATION
EMAIL/SMS PROGRAM IMPLEMENTATION
EMAIL/SMS MARKETING STRATEGY
INTEGRATION AUDIT & CONNECTION

OVERVIEW: SET UP COMPLETE

In May 2023, a wheel client, using MailChimp with an email list of about 32K reached out to our team to help revamp their marketing efforts. With an unverified DNS, a welcome series that generated just over 150k since 2020, high bounce rates, and a desire to incorporate SMS, they faced challenges in maximizing their email marketing potential.

Our solution: We got them transferred over to Klaviyo where we could take advantage of their superior analytics and segmentation capabilities to better understand and identify their audiences. In two months, we cleaned and revitalized their list, provided copy and design for 26 emails across five distinct flows (Welcome, Browse Abandonment, Cart, Checkout Abandonment, Post-Purchase), and integrated their e-commerce operations seamlessly with Klaviyo. Simultaneously, we guided them through the process of getting set up for SMS.

Business performance summary

Jun 1, 2023 - Aug 31, 2023

\$384,699.73

Total revenue
↑ 37% vs. previous period

\$61,728.54

Attributed revenue (16.05% of total)
— 0% vs. previous period

Attributed revenue

Per recipient	Campaigns	Flows	Email	SMS
\$0.93	\$8,983.71 14.55%	\$52,744.83 85.45%	\$61,728.54 100.0%	\$0.00 0.0%

Trigger	Flow Filters (3)	Wait	Open Rate	Click Rate	Revenue	Delivered	Skipped
When someone Viewed Product		20 min	62.5%	4.5%	\$1.58K	712	28
When someone subscribes to Newsletter			63.8%	4.1%	\$20.3K	561	5
When someone Viewed Product		1 day	63.1%	2.8%	\$841.50	675	50
When someone Viewed Product		1 day	63.6%	4.5%	\$176.21	550	58

Flow	Status	Deliveries	Placed Order
Welcome Series	Live	2,042	\$31,662.96
Added to Newsletter list			\$15.51 / recipient
Abandoned Cart	Live	510	\$15,055.00
Checkout Started			\$29.52 / recipient
Browse Abandonment	Live	1,937	\$2,602.41
Viewed Product			\$1.34 / recipient
Abandon Cart/ added to cart	Live	142	\$1,901.56
Added to Cart			\$13.39 / recipient
Customer Thank You	Live	139	\$1,522.90
Placed Order			\$10.96 / recipient

SUCCESS METRICS

- x Took an essentially non-existent email program and turned into a cash-cow account for over 16% of their total revenue
- x Rebuilt an entire email platform from scratch within 2 months including cleaning, exporting, tagging and importing lists, segmenting audiences and setting up SMS
- x Connected integrations
- x Verified the DNS & updated policies/terms of use
- x 2007.26 % increase in email revenue within 2 weeks of flows going live
- x 44.75% average open rate (campaigns + flows)
- x 2.45% average click rate (campaigns + flows)
- x 99.5% deliverability rate
- x 85% of email revenue attributed to flows

STUDY 2.

SxS CLIENT

KLAVIYO SET-UP
EMAIL/SMS PROGRAM IMPLEMENTATION
EMAIL/SMS MARKETING STRATEGY
INTEGRATION AUDIT & CONNECTION

OVERVIEW: IN PROGRESS

In July 2023, an SxS client with a dormant Klaviyo account and an untouched email list of 17K approached us. Their limited digital outreach was costing them. They knew they had a loyal and engaged consumer base, but were only able to generate \$143,861.46 in email revenue over the course of 7 months, including campaigns. That's nothing to scoff at, but knowing they were generating this amount without maximizing their list's potential we knew there was more to be made.

Our Solution: We analyzed performance and audience health, migrated and segmented the 17K email list from Shopify then proposed and developed 5 strategic email flows. As of today, we have integrated their Shopify store, designed and launched a signup form on their website, set up Google Tag Manager, and have 2 of the 5 flows live with a generic abandon checkout running while we build out the rest. In just 2 weeks since these flows and 1 campaign have made \$29,193.34. That's more than what they were making in a single month and a 56.29% increase compared to the same time last year.

Business performance summary

Aug 12, 2023 - Aug 31, 2023

\$135,219.70

Total revenue

\$29,193.34

Attributed revenue (21.59% of total)

Attributed revenue

Per recipient	Campaigns	Flows	Email	SMS
\$1.77	\$3,225.73	\$25,967.61	\$29,193.34	\$0.00
11.05%	11.05%	88.95%	100.0%	0.0%

Top Performing Metrics

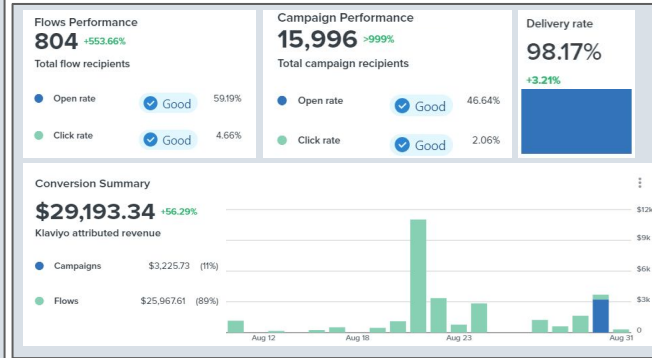
Last Month (Jul 2023)

Unsubscribe Rate Email Campaigns	Excellent	0%
Placed Order Ra... Email Campaigns	Excellent	8.08%
Placed Order Ra... All Flows	Excellent	9.01%
Email Revenue P... All Flows	Excellent	\$77.67
Email Revenue P... All Abandoned Car...	Excellent	\$77.67

Top performing flows

Aug 12, 2023 - Aug 31, 2023

Flow	Status	Deliveries	Placed Order
Abandoned Cart Checkout Started	Live	96	\$13,994.30 \$145.77 / recipient
Welcome Series Added to Newsletter list	Live	287	\$9,502.83 \$33.11 / recipient
Browse Abandonment Viewed Product	Live	412	\$2,470.48 \$6.00 / recipient



SUCCESS METRICS

- x Brought their email marketing platform back to square 1, reset the the audiences, migrated over lost contacts and revitalized their lists.
- x Connected Shopify, Meta and Google analytics
- x Assisted with the set-up of Google Tag Manager to enable custom triggers for flows
- x Verified their domain to improve deliverability
- x 47.22% average open rate (campaigns + flows)
- x 2.18% average click rate (campaigns + flows)
- x 98.17% deliverability rate (increased from 94.93%)
- x 89% of email revenue attributed to flows
- x 21.59% of all revenue attributed to email in 2 weeks (increase of 510%)