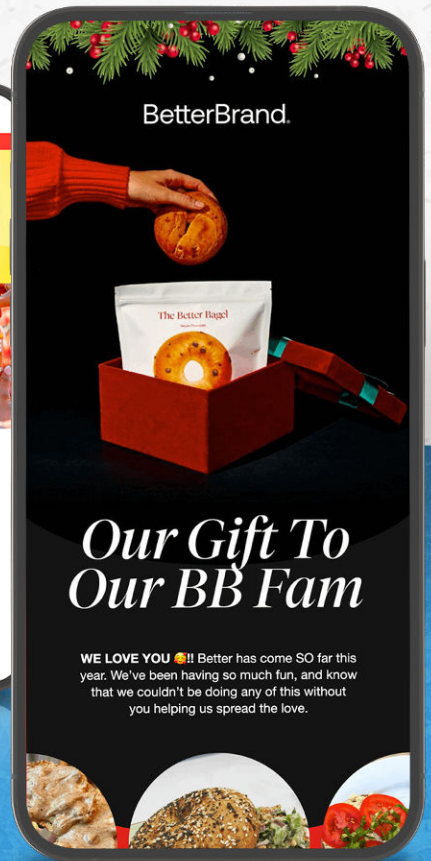
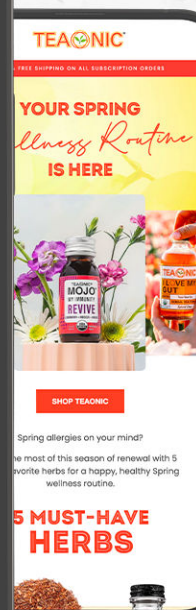
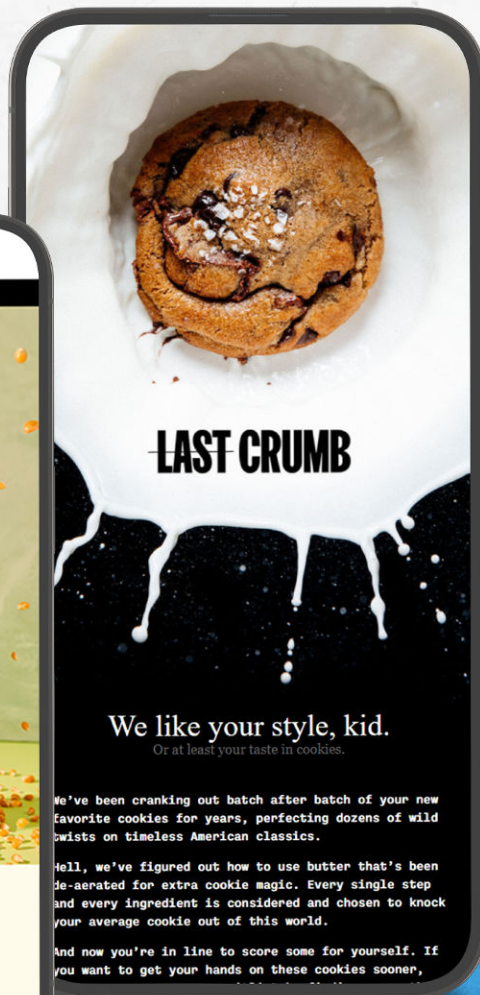




CPG Industry Case Study

Check out how our time-tested strategies supercharged email revenue for a CPG brand by 44% compared to their previous year's performance!



Across-the-Board KPI Improvements in Just 6 Months

From click rate to placed order rate, and the all-important attributed revenue, this notable CPG company saw a remarkable improvement across all metrics compared to their previous year's performance.



BRAND INSIGHTS

Business Size: \$2MM - \$5MM

Years in Business: 14 years

Business Category: Food & Beverage



CHALLENGE

This CPG brand faced customer engagement challenges and struggled to foster brand loyalty. What's more, they recently went through a rebrand and noticed a disconnect between their content and refreshed image.



SOLUTION

Our strategy was to update the company's campaigns and flows to align with their recent rebrand. In addition, we set out to enhance customer retention and sustain engagement by creating additional customer touchpoints post-transaction – that yielded outstanding results!



WINS

+44%

Increase in Attributed Email Revenue

From January 2023 to June 2023

Conversion Summary

\$3,291,978.92 +44.05%

Klaviyo attributed revenue

Campaigns	\$2,170,306.78	(66%)
Flows	\$1,121,672.14	(34%)

+27%

Increase in Placed Order from Campaigns

From January 2023 to June 2023

Campaign Performance

All campaigns

2,388,291 +8.74%

Total campaign recipients

Open rate	Excellent	60.49%	+132.55%
Click rate	Excellent	5.27%	+75.29%
Placed Order rate	Excellent	0.28%	+27.26%

+153%

Increase in Flow Click Rate

From January 2023 to June 2023

Click rate Good 7.38% +153.28%

Surge in Average Order Value: From \$59 to \$77 in Just 5 Months

This CPG company's secret to success? Increasing customer spend per transaction in order to improve profitability and enhance customer lifetime value. In just 5 months, this brand outpaced peers in their category, increasing AOV to \$77!



BRAND INSIGHTS

Business Size: \$2MM - \$5MM

Years in Business: 11 years

Business Category: Food & Beverage



CHALLENGE

For this CPG brand, in-person sales overshadowed the potential of online channels. It was this brand's aim to generate higher online purchases, in turn encouraging return buyers and subscription conversions. What's more, at the time they were limited to just two operational foundational flows.



SOLUTION

First things first: our strategy began with the creation and implementation of the full foundational flow set, plus a tailor-made custom flow. Over just 5 months, our robust action plan led to a 52% increase in Klaviyo revenue over the past month alone (compared to the previous year) and an increased AOV of \$77—well above industry average!



WINS

FROM **\$59** TO **\$77**

Increase in Average Order Value

From December 2022 to May 2023

Business Performance			
Last Month (May 2023)			
Metric	Your Performance	Your Value	Median (Peers)
Average Cart Size	Fair	3.03	3.61
Average Order Count	Fair	2.19	2.28
Average Order Value	Good	\$76.95	\$68.60
Average Order Count	Fair	2.16	
Average Order Value	Fair	\$59.63	

FROM **49%** TO **61%**

Increase in Open Rate

From December 2022 to May 2023

Marketing Performance			
Last Month (May 2023)			
Metric	Your Performance	Your Value	Median (Peers)
Open Rate	Excellent	60.9%	40.9%
Open Rate	Good	48.9%	41.4%

+52%

Increase in Attributed Email Revenue

compared to last year

Business performance summary		View dashboard
Jun 1, 2023 - Jun 27, 2023		
\$41,620.67	\$20,066.27	
Total revenue	Attributed revenue (48.21% of total)	
7% vs. previous year	52% vs. previous year	
Attributed revenue		
Per recipient	Campaigns	Flows
\$0.14	\$10,234.04	\$9,832.23
	51.0%	49.0%
	Email	SMS
	\$20,066.27	\$0.00
	100.0%	0.0%

What CPG Industry Clients are Saying

Between game-changing food products, out-of-the-box beverages, and more, we've had the pleasure of working with a diverse range of CPG brands. Take a look at what our satisfied customers have to say about working with Flowium!



THE GFB
GLUTEN FREE BROTHERS

★★★★★

I worked with Flowium on a Mailchimp to Klaviyo migration. Andriy is very methodical and good at what he does. He lays out a plan and sticks to it, but most importantly he makes you stick to the plan as well. He will push a project forward even if the going gets tough and he does not give up. Andriy was always willing to get on a call and talk things through and he is concerned with making sure that you feel good about where the project is and if you're not, he'll fix it. I highly recommend Andriy.

- Elliott Rader

★★★★★

Working with Flowium has really been a breath of fresh air. We have worked with many agencies over the years and it's rare to have such a pleasant experience. Andrea is on the ball and fantastic and the results have been quite good too. We are very satisfied.

- Slawek Janicki



idrinkcoffee.com
Roasters and Merchants



Quinn

★★★★★

Flowium has the process and tools dialed in to make working with them extremely efficient, coupled with great email design and strategic advice. Would definitely recommend

- Luke Rizzuto

★★★★★

Flowium helped my company create the foundation of our automated emails and list segmentation which continue to perform and bring in extra revenue today. Their team was a pleasure to work with and I'd recommend them to anyone who wants to expand their email program.

- Dale Slear



★★★★★

I've enjoyed our collaboration with Flowium! Sydney and the team are very friendly, fully responsive and extremely organized. They've been a pleasure to work with and I would highly recommend their services.

- Lenny Postiglione

CPG Brands We've Worked With

Whether it's an enticing innovation, a food item made with quality ingredients, or a better beverage, we're happy to support these businesses and their growth. Take a peek at some standout collaborations!



[View All Brands](#)



Email Designs

CPG Industry Case Study

[View All Designs](#)



Want to get results like these for your brand?

Book a call to see how we can do the same for you!

Book A Call

