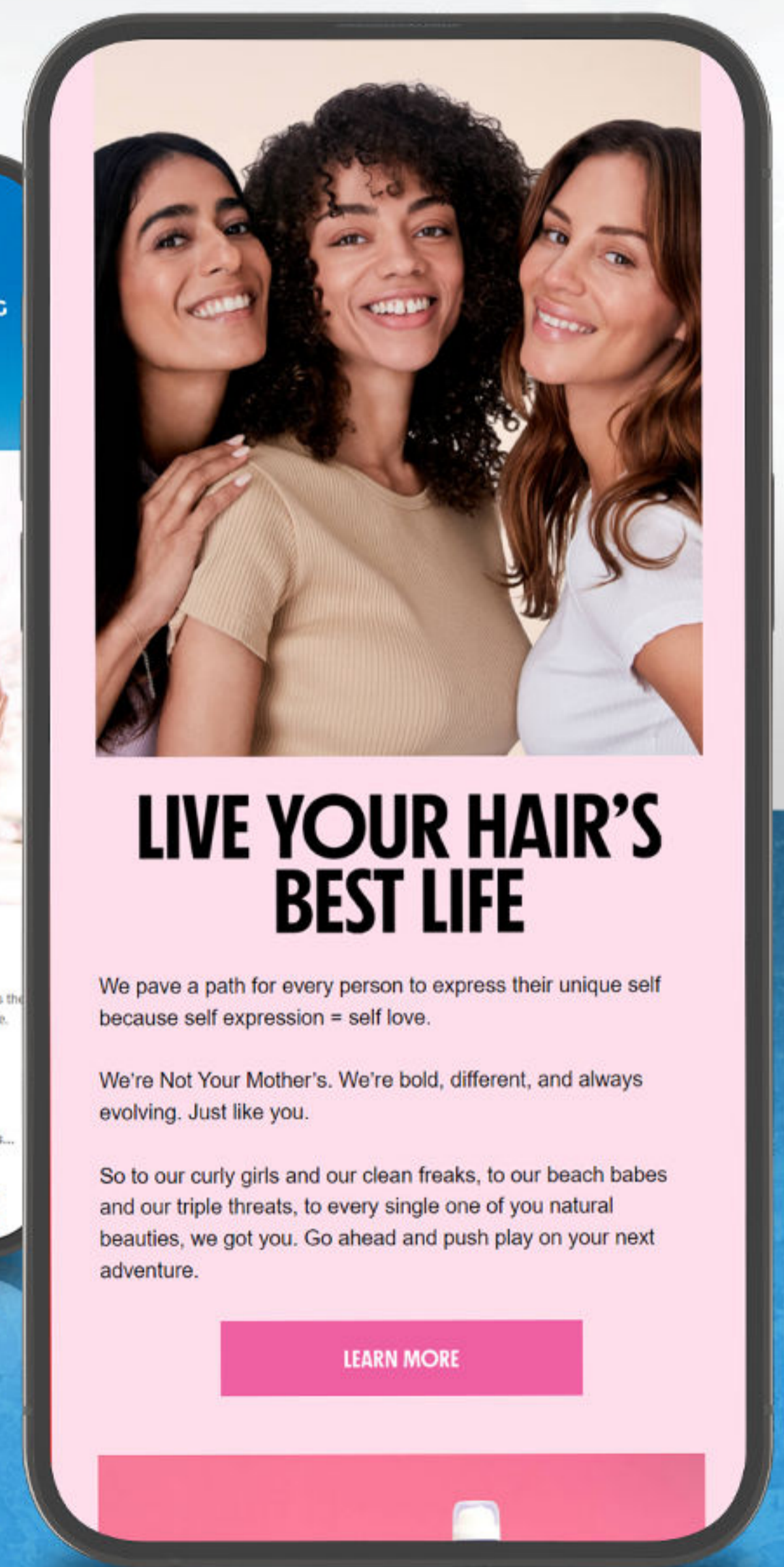
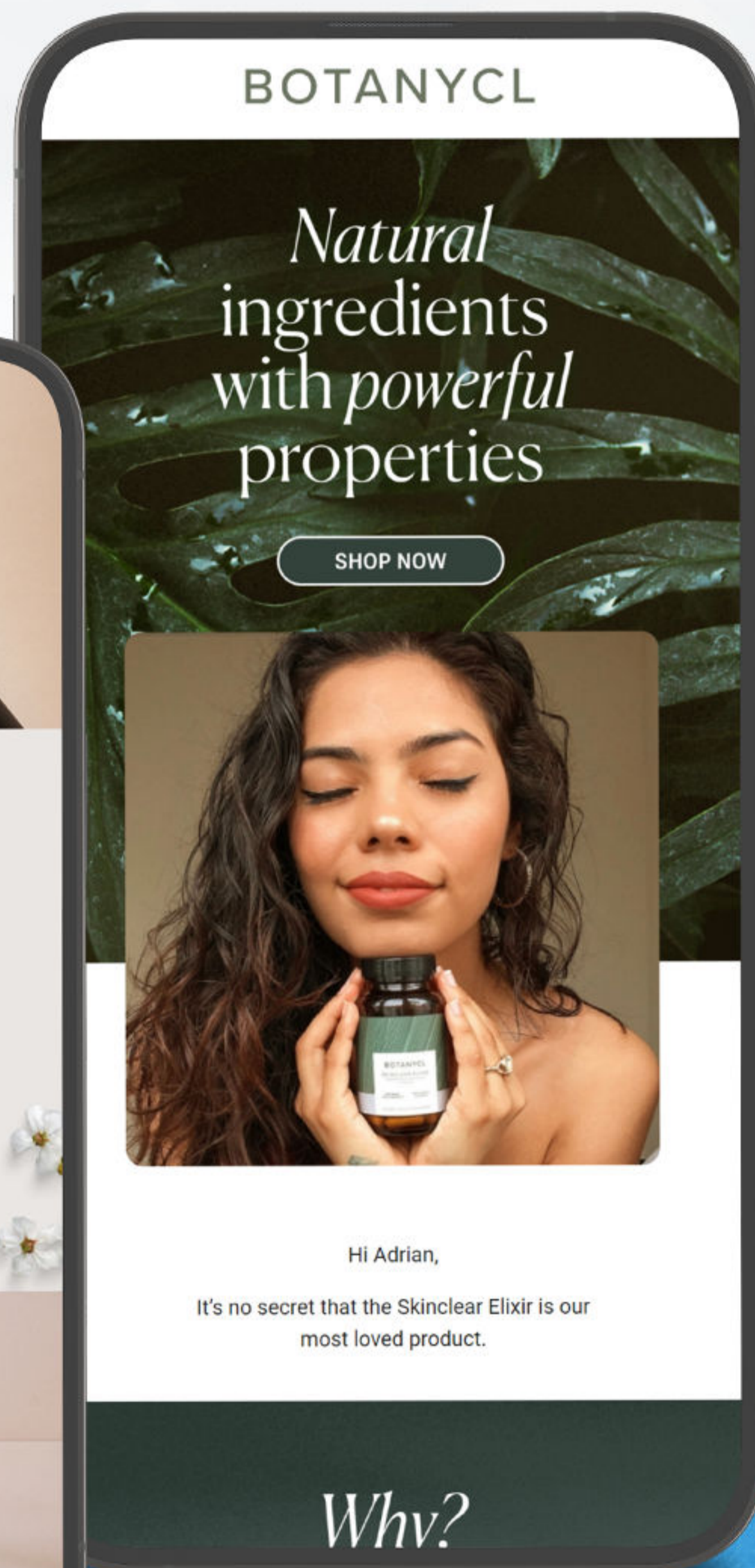
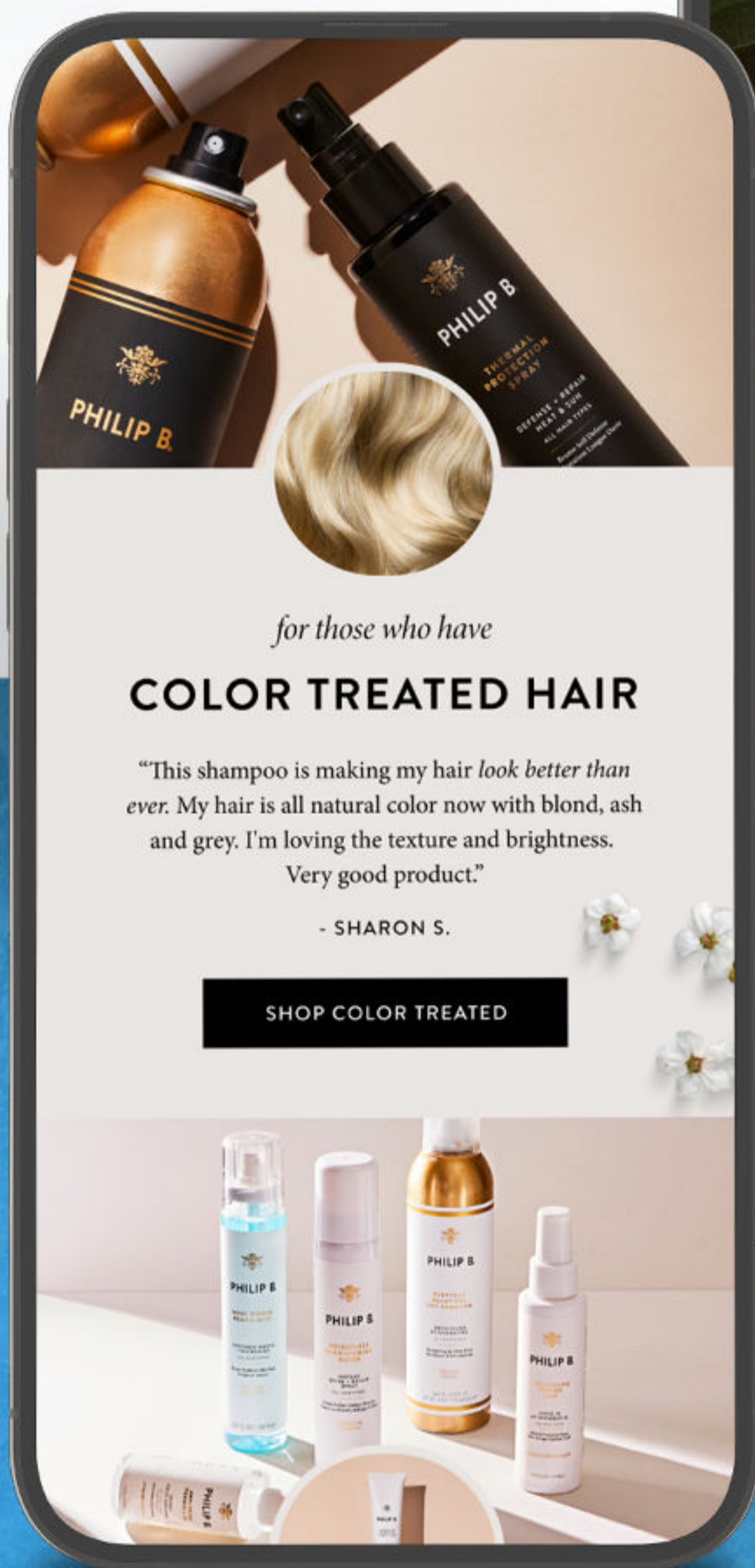




Beauty & Cosmetics Industry Case Study

Discover how our strategies boosted email revenue for a beauty and cosmetics brands.



What's More Beautiful than 2X List Size Growth?

Two years ago, we started working with a beauty brand that was revolutionizing skincare. Between rebranding, strategizing, and shifting the focus to personalization and growth, we were able to work as an extension of the company's team to help fuel growth like never before!



BRAND INSIGHTS

Business Size: \$500k-\$750k

Years in Business: 6 years



CHALLENGE

The personal care brand had no existing email marketing in place before Flowium, making them unable to take advantage of the revenue from this untapped channel.



SOLUTION

Our strategy was to begin building the beauty brand's email marketing presence from the ground up. We provided a full-service email marketing package, including tailored copy, branded design, and targeted SMS services. In addition, we helped this brand navigate through a complete rebrand not once—but twice.

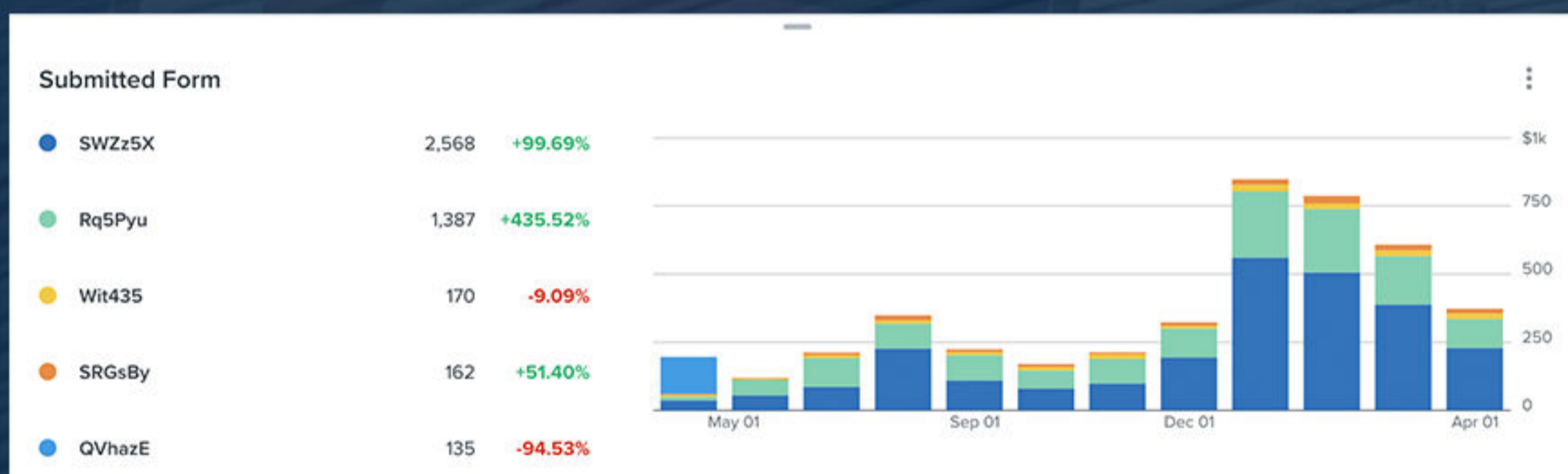


WINS

+152%

Increase in Opt-in Rates

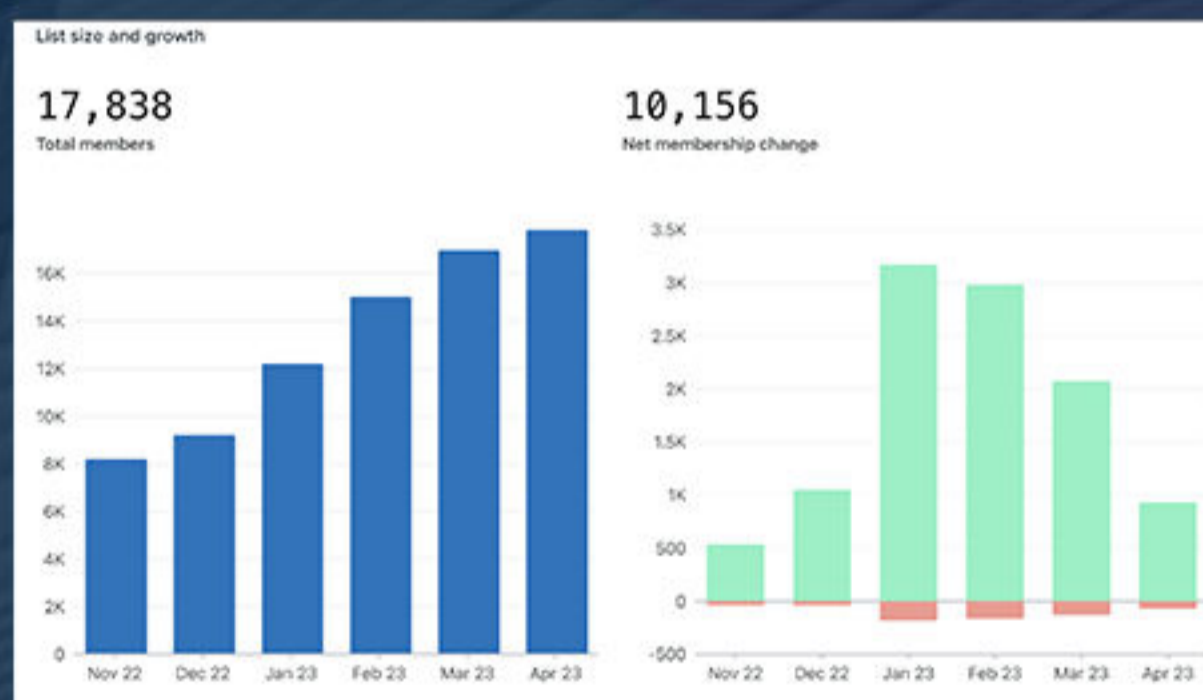
From December 2022 to March 2023



+84%

List Size Growth

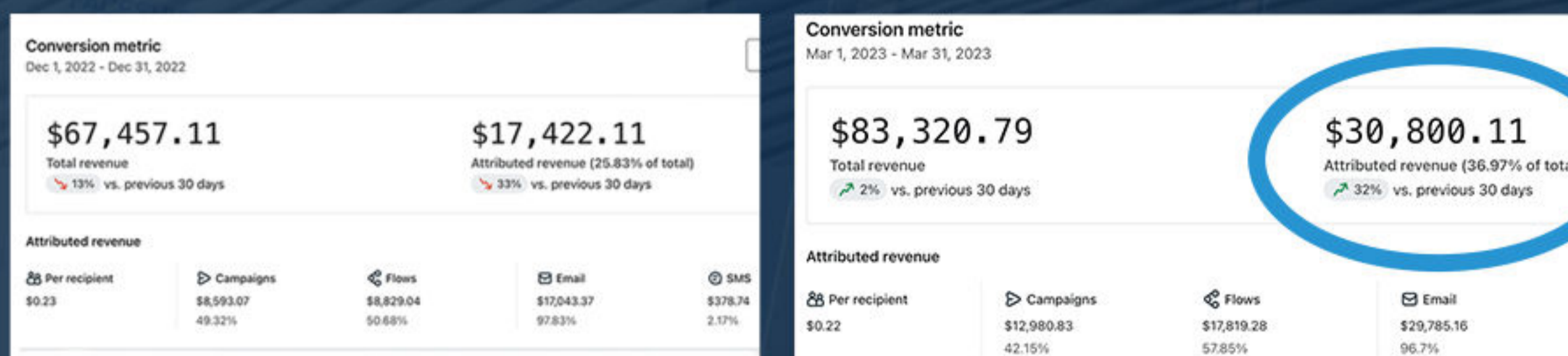
From December 2022 to March 2023



+43%

Increase in Attributed Email Revenue

From December 2022 to March 2023



+ Creative Update:

sleek design and high-converting copy

+ Advanced Segmentation:

to craft emails more relevant to the target audience and further increase revenue

What Beauty Industry Clients are Saying

Between organic skincare, revolutionary beauty formulas, and luxurious sun care, we've worked with a broad spectrum of beauty clients. Take a look at what our satisfied customers have to say about working with Flowium!



Our sales through non-paid channels have increased dramatically. Before Flowium our email flows were a handful of post-purchase emails designed to address specific concerns, but the emails set up by Flowium have given us the ability to convey our brand identity in a more positive and coherent manner. They have also segmented out our audiences much more effectively, so we are able to target specific purchasers with emails that are relevant to their experience.

- Erik Rivera




DERMAFACS™
DEVELOPED WITH SURGEONS



Liaison



With my experience with Flowium. An absolute pleasure to work with, but most of all — they deliver results. More than 30% of our sales have come from their emails! I've hired them for multiple projects at this point and I'm always impressed with how knowledgeable and professional they are. In short, they're great at what they do.

- David Sanghera



While we did run into a hiccup with the preferences/unsubscribe page not working & subscribers not being able to unsubscribe which upset some of our contacts. The Flowium team addressed the issue quickly & provided detailed videos of how to implement the new page on our end.

- Chelsea (Johns) Dinkins



GRYPH & IVYROSE



OLIVIA RAE

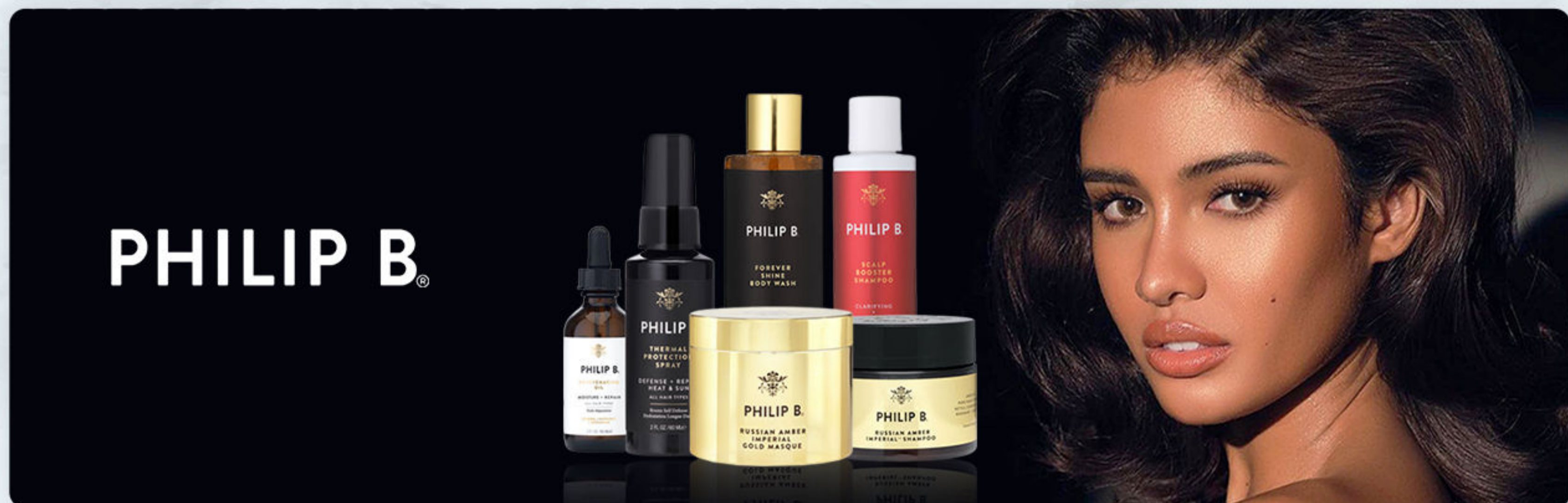
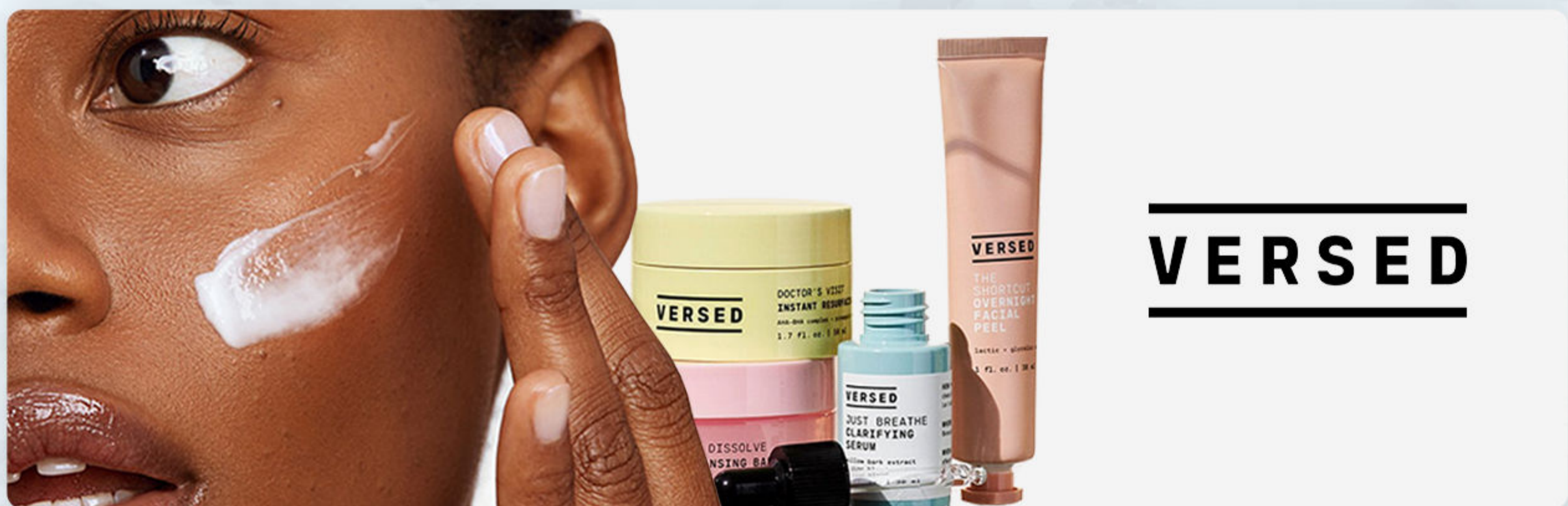


Incredible team, highly skilled! Grateful to come across them! I loved the team's ability to understand my brand needs and their ability to execute them so comprehensively.

- Olivia Sepel

Beauty & Cosmetics Brands We've Worked With

From cosmetics companies making waves in the industry to personal care brands giving a whole new meaning to bespoke products, we've been fortunate enough to support these businesses and their growth. Explore some collaborations that take the cake!



[View All Brands](#)



Email Designs

Beauty & Cosmetics Industry Case Study

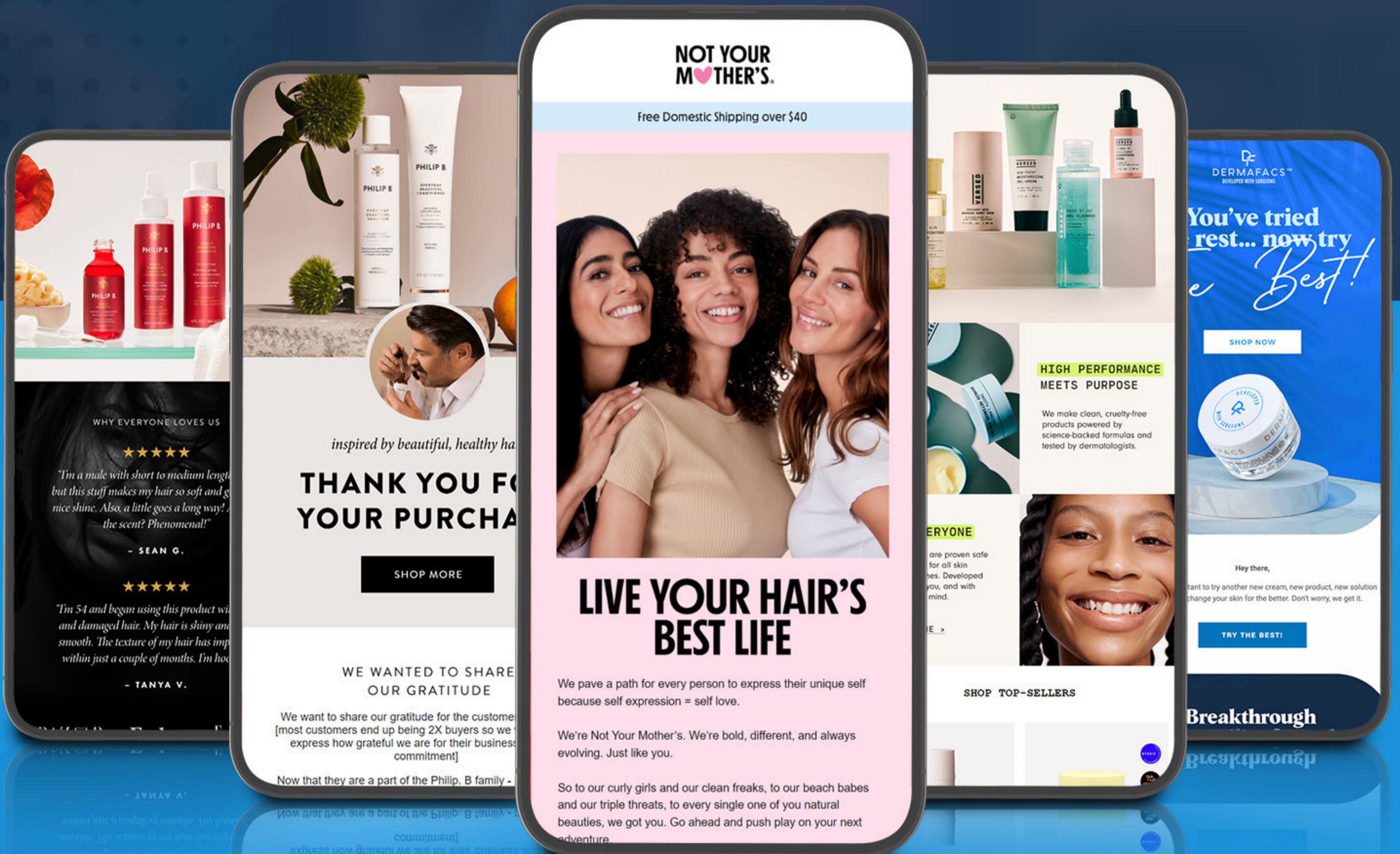
[View All Designs](#)



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



WHY EVERYONE LOVES US

★★★★★

"I'm a male with short to medium length hair but this stuff makes my hair so soft and gives it a nice shine. Also, a little goes a long way! What's the scent? Phenomenal!"

- SEAN G.

★★★★★

"I'm 54 and began using this product with damaged hair. My hair is shiny and smooth. The texture of my hair has improved within just a couple of months. I'm hooked!"

- TANYA V.

inspired by beautiful, healthy hair

THANK YOU FOR YOUR PURCHASE

SHOP MORE

WE WANTED TO SHARE OUR GRATITUDE

We want to share our gratitude for the customer [most customers end up being 2X buyers so we express how grateful we are for their business commitment]

Now that they are a part of the Philip. B family -

NOT YOUR MOTHER'S.

Free Domestic Shipping over \$40

LIVE YOUR HAIR'S BEST LIFE

We pave a path for every person to express their unique self because self expression = self love.

We're Not Your Mother's. We're bold, different, and always evolving. Just like you.

So to our curly girls and our clean freaks, to our beach babes and our triple threats, to every single one of you natural beauties, we got you. Go ahead and push play on your next adventure.

HIGH PERFORMANCE MEETS PURPOSE

We make clean, cruelty-free products powered by science-backed formulas and tested by dermatologists.

EVERYONE

are proven safe for all skin types. Developed for you, and with you in mind.

SHOP TOP-SELLERS

DERMAFACS™

You've tried rest... now try the Best!

SHOP NOW

Hey there,

want to try another new cream, new product, new solution to change your skin for the better. Don't worry, we got it.

TRY THE BEST!

Breakthrough