

# How Condition 1 Achieved 679.9% Revenue Growth in Their First Holiday Season

Strategic email and SMS marketing transformed a Texas-based manufacturer's 2025 Black Friday Cyber Monday performance, crushing a 100% growth goal in just 10 months of partnership.

<b>679.9%</b> BFCM Revenue Growth	<b>13,996</b> Orders (vs 3,106 in 2024)	<b>60.87%</b> Average Open Rate	<b>12,092</b> New Customers
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## The Challenge: Inconsistent Holiday Performance

Condition 1, an American-made manufacturer of rugged hard cases and gear protection, came to us in February 2025 with a clear challenge: their 2024 holiday season underperformed, and they needed a partner who could unlock their email and SMS potential.

### What Condition 1 offers

- Pistol, rifle, and camera cases built entirely in Texas
- Lifetime warranty on every product
- Durable hardware designed for shooters, photographers, tradesmen, and outdoor enthusiasts
- Premium positioning in a competitive market

### Their 2024 BFCM Performance

- Revenue: Baseline period (Nov 24 to Dec 2, 2024)
- Black Friday: ~40% of total BFCM revenue
- Cyber Monday: ~18% of total BFCM revenue
- Orders: 3,106

- Email list: 135K subscribers
- SMS list: 38K subscribers

## What wasn't working in 2024

- **Limited reach:** Their Black Friday dealer exclusive offer went to only 610 people with minimal results, 116 emails delivered and zero conversions. The offer itself (buy 4 cases, get 1 free) lacked appeal for their small dealer database.
- **Missed opportunities:** While they ran eight BFCM campaigns, other emails sent during the promotional period never mentioned the 30% off offer, leaving revenue on the table.
- **Narrow targeting:** Early access went to just 361 Meta subscribers, and main sends only targeted engaged segments (270-day and 360-day), missing broader audiences.
- **Lack of integration:** Flows, pop-ups, and non-promotional emails weren't updated to reflect the BFCM offer, creating a fragmented customer experience.

Condition 1 set an ambitious goal for 2025: **100% year-over-year revenue growth.**

# Results: 679.9% Revenue Growth & Record-Breaking Performance

## Revenue Explosion

### Black Friday Performance

- **Growth:** +464%

### Cyber Monday Performance

- **Growth:** +527%

### Order Volume Transformation

- **2024:** 3,106 orders
- **2025:** 13,996 orders
- **Growth:** +350.7% (4.5x more orders)

### Customer Acquisition

- **New customers:** 12,092 (86% of orders)
- **Returning customers:** 1,487
- Massive new customer acquisition while maintaining retention

## List Growth That Fueled Success

### Email List

- **2024:** 135K subscribers
- **2025:** 240K subscribers
- **Growth:** +78% year-over-year

### SMS List

- **2024:** 38K subscribers
- **2025:** 85K subscribers
- **Growth:** +124% year-over-year

## Email Performance Excellence

### Campaign Metrics (Nov 24 to Dec 2, 2025)

- Total campaigns sent: 13
- List size: 453,665
- Average open rate: 60.87%

- Average click rate: 0.82%
- Conversion rate: 0.08%

### **Best Performing Email**

- Subject line: "Up to 30% off American-made protection"
- Send date: November 29, 2025 at 3:00 PM
- Open rate: 58.12%

### **SMS Performance**

- Focused on automated flows rather than campaign blasts
- List size: 85K
- SMS flows contributed 15.7% of total BFCM attributed revenue
- Highly engaged audience with strong conversion rates

# Our Approach: 6 Weeks to Transform Holiday Performance

Condition 1 engaged Sweat Pants Agency in February 2025 for email and SMS marketing. With just 10 months before their critical holiday season, we had one shot to dramatically improve their BFCM performance.

## Planning Timeline

- **Partnership start:** February 2025
- **BFCM planning began:** September 2025
- **Preparation period:** 6 weeks
- **Campaign window:** November 10 to December 5, 2025

## Strategic Foundation

**The Offer:** Up to 30% off the entire store, a rare promotion for Condition 1 that we needed to maximize.

**Core Strategy:** Since Condition 1 rarely offers discounts of this scale, we built a comprehensive approach ensuring every customer touchpoint reflected the BFCM opportunity.

## Phase 1: Comprehensive Integration

Unlike 2024's fragmented approach, we ensured complete alignment across all channels.

All discount flows replaced standard offers with the BFCM 2025 promotion:

- Welcome series
- Browse abandonment
- Cart abandonment
- Post-purchase

### Key learnings

- **Every campaign:** Added promotional reminder banners to all emails sent during the period, even non-promotional content
- **Pop-ups and signup forms:** Updated and scheduled to remain active throughout November 10 to December 5
- **Result:** No customer could miss the promotion, regardless of how they encountered the brand

## Phase 2: Gift-Focused Positioning

The breakthrough tactic that significantly boosted attributed revenue.

### What we did

- Identified best-performing emails from the previous 90 days
- Resent to broader audiences during Black Friday and Cyber Monday
- Used new subject lines and preview text to complement existing BFCM sends
- Added BFCM 2025 banners to reinforce the promotion

### **Top-performing subject lines**

- "Double-checking you saw this..."
- "The #801 upgrade you asked for"
- "\$90 OFF our most popular rifle case"
- "Cyber Monday Savings Inside: Your Rifle's First Line of Defense"
- "NEW & improved #801 + #179"

### **Urgency and scarcity tactics**

- Countdown timers
- "Only X hours left" messaging
- Limited stock notifications
- Gift guide positioning

**Result:** Resends contributed significantly to attributed revenue without fatiguing the list (maintained 60.87% average open rate).

# Final Results

- **679.9% revenue growth** (crushed 100% goal)
- **13,996 orders** (vs 3,106 in 2024)
- **60.87% email open rate** (maintained throughout)
- **78% email list growth** year-over-year
- **124% SMS list growth** year-over-year
- **SMS flows drove 15.7%** of total attributed revenue
- **12,092 new customers** acquired

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*"The Sweat Pants team became an extension of our own, picking up the slack and putting the missing pieces together exactly when we needed it most. During our most important weeks, having a responsive, proactive partner made all the difference."*

Jimmy Bowron, Creative Director at Condition 1

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## What Made This Successful

### 1. Comprehensive Integration

We didn't just send campaigns, we updated every customer touchpoint. Flows, pop-ups, campaigns, and even non-promotional emails all reinforced the BFCM offer. No fragmentation, no missed opportunities.

### 2. Strategic Resends

Identifying best performers and resending with fresh creative to broader audiences significantly boosted attributed revenue. This wasn't spray-and-pray; it was data-driven amplification.

### 3. Gift-Focused Repositioning

Shifting from "cases on sale" to "perfect gifts for enthusiasts" tapped into existing holiday shopping behavior and expanded relevance beyond self-purchase.

### 4. Rapid Partnership Trust

In just 10 months, we built the trust and understanding needed to execute an aggressive BFCM strategy. Our February audit of 2024 issues informed every decision.

### 5. Data-Driven Execution

Using 2024 performance data and 90-day campaign analysis, we made strategic decisions about what to resend, who to target, and when to send. No guesswork.

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## Ready to Transform Your E-Commerce Performance?

Condition 1's 679.9% growth wasn't luck. It resulted from strategic planning, comprehensive execution, and data-driven optimization, all within 10 months of partnership.

If you're looking to:

- Maximize email and SMS revenue during critical periods
- Turn inconsistent holiday performance into predictable growth
- Scale without sacrificing brand positioning
- Build comprehensive campaigns that leave nothing on the table
- Achieve results that exceed ambitious goals

Let's talk: [app.sweatpantsagency.com/free-marketing-plan](https://app.sweatpantsagency.com/free-marketing-plan)