

3x increase in cart recovery conversion (from 4% to 12%)

57% Reduced unsubscribed rate

16% to 30%
Increase email revenue share in 90 days (\$44m in first 12 months)



Highlights

- ✓ Optimized old flows for conversions and **generated 273% increase in placed order rates within the first 30 days**
- ✓ **#1 performing pop-up in Klaviyo's Top 10 2020** roundup with a 44.13% list submission rate (average is 8-10%)
- ✓ **Doubled email revenue share** within the first 90 days
- ✓ **25x increase in unique clicks** from Q1 2020 to Q2 2021
- ✓ Reduced unsubscribe rates by half
- ✓ Increased open rates while increasing email list utilization at the same time

What We Did

- ✓ Improved deliverability by sending engaging, relevant and targeted emails based on customer's lifecycle stage
- ✓ Overhauled pop-up design and continued to A/B test the copy, color, and elements until we hit above industry-average conversion rates.
- ✓ Created on-brand, uniform, and mobile-friendly email designs with consistent and unique A/B testing per geolocation.
- ✓ Prioritized optimizing welcome and abandoned cart flows while adding essential flows to complete the customer lifecycle.
- ✓ Advanced segmentation for campaigns.
- ✓ Reduced unsubscribe and spam rates by dialing in on customers' email frequency and topic preferences.

