

# ECOMM EMAIL MARKETING

## SUSTAINABLE ATHLEISURE BRAND

**\$1,833,086**

First Month Revenue

**470X**

Overall ROI

**23%**

Increase In CTR

### THE PROBLEM

After quadrupling Google ad spend at a 6X ROAS for a sustainable athleisure brand, we were nearing scale. Our team was working to identify a new platform that would allow us to capitalize on their ability to grow. We had mountains of data to leverage, but we were hard-pressed in finding a place to use it. Facebook and Google were performing well, but we don't know how to leave well enough alone. We were committed to doing more.

### THE SOLUTION

After back and forth deliberation between the team at Pivot and their team, we realized that the most efficient way to utilize the data gained was to venture into email and SMS marketing. We would use the Live Capture contact information from our paid and organic initiatives to capture non-converted customers and increase retention / Lifetime Value of our loyal customer base.

We started our first week by launching nine email campaigns across two initiatives:

1. Double point initiative for existing members
2. Product drop messaging for past purchasers

We segmented our email lists by cart abandoners, 60-day purchasers, 90-day purchasers, and single item purchasers that we could upsell into completing the set.

By segmenting our lists by varying levels of intent, and split testing email copy and subject lines, we were able to gain valuable insight into granular effectiveness of nuanced minutia associated with any marketing efforts. We were able to identify the best colors within a product line regarding all metrics from open rate, ctr, and revenue. This first week yielded \$171,855 in email-attributed revenue. We were able to identify the best performing strategies and hone in our efforts.

In our second week, we were able to reduce send volume by 35% across 4 campaigns, with an increased conversion rate without running the risk of flooding our customers inboxes. With the learnings from our first week, we were able to generate \$121,389.

In the fourth week, we had prepared a strategy, across 11 email campaigns, that were geared towards an early Black Friday promotion, advertising 30% off of everything. Even after an attractive discount, we generated over \$1.5 Million in email-attributed revenue.

### THE RESULT

We were able to deliberate our sending strategy by specific tweaks in subject lines, and identifying where we get the most traction from a product-perspective. By shifting our vision from new customer acquisition towards retention, we were able to lower send volume and more than 10X our efficiency, capitalizing on brand familiarity and rapport.

Within the first month we were able to generate \$1,833,086 in trackable revenue, an ROI of over 470X, while also maintaining an open rate as high as 57% and CTR as high as 23%.

