



EMAIL MARKETING CASE STUDY

FRESH LENS



Feb 1, 2024 – March 31, 2024

Before

Conversion metric

Placed Order ▼ Time period Feb 1, 2024 - Mar 31, 2024 compared to previous period

Business performance summary











Feb 1, 2024 - Mar 31, 2024 [View dashboard](#)

<p>\$230,356.23</p> <p>Total revenue</p> <p>▲ 9% vs. previous period</p>	<p>\$72,505.86</p> <p>Attributed revenue (31.48% of total)</p> <p>▼ 19% vs. previous period</p>
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Attributed revenue

Per recipient	Campaigns	Flows	Email	SMS
\$0.33	\$48,236.64 66.53%	\$24,269.22 33.47%	\$72,505.86 100.00%	\$0.00 0.00%

Campaigns

<input type="checkbox"/> Campaign ⓘ	Type ⓘ	Status ⓘ	Last updated ⓘ	Open rate ⓘ	Click rate ⓘ	Placed Order ⓘ
<input type="checkbox"/> Spring Day Email OO Engagers Over All Time, Newsletter, Non Purchaser Over All Time, Purchaser At least one time		✔ Sent	Mar 31 at 11:00 AM	47.50% 9,668 recipients	1.79% 365 recipients	\$5,986.12 37 recipients
<input type="checkbox"/> Daily Disposables Contact Email march Engagers Over All Time, Newsletter, Non Purchaser Over All Time, Purchaser At least one time		✔ Sent	Mar 19 at 9:00 AM	49.06% 9,977 recipients	1.26% 257 recipients	\$5,072.73 37 recipients
<input type="checkbox"/> Blog Email 5 Feb OO Engagers Over All Time, Newsletter, Non Purchaser Over All Time, Purchaser At least one time		✔ Sent	Mar 13 at 8:59 AM	50.94% 10,366 recipients	0.59% 119 recipients	\$4,641.24 32 recipients
<input type="checkbox"/> Women's Day Email OO Engagers Over All Time, Newsletter, Non Purchaser Over All Time, Purchaser At least one time		✔ Sent	Mar 8 at 9:42 AM	52.38% 10,658 recipients	0.45% 92 recipients	\$4,333.61 28 recipients
<input type="checkbox"/> Blog Email 4 Feb OO clone clone clone Engagers Over All Time, Newsletter, Non Purchaser Over All Time, Purchaser At least one time		✔ Sent	Mar 4 at 12:52 PM	51.50% 10,490 recipients	0.87% 177 recipients	\$6,285.70 40 recipients
<input type="checkbox"/> Blog Email 3 Feb OO clone clone Engagers Over All Time, Newsletter, Non Purchaser Over All Time, Purchaser At least one time		✔ Sent	Feb 28 at 9:01 AM	52.20% 10,651 recipients	1.00% 203 recipients	\$4,827.09 37 recipients
<input type="checkbox"/> Blog Email 2 Feb OO clone Engagers Over All Time, Newsletter, Non Purchaser Over All Time, Purchaser At least one time		✔ Sent	Feb 24 at 9:00 AM	50.96% 10,422 recipients	1.09% 223 recipients	\$3,909.81 28 recipients
<input type="checkbox"/> Alcon Email Feb OO Engagers Over All Time, Newsletter, Non Purchaser Over All Time, Purchaser At least one time		✔ Sent	Feb 21 at 8:59 AM	58.47% 12,001 recipients	1.02% 209 recipients	\$4,129.82 28 recipients
<input type="checkbox"/> Blog Email 1 Feb OO Engagers Over All Time, Newsletter, Non Purchaser Over All Time, Purchaser At least one time		✔ Sent	Feb 19 at 9:37 AM	51.80% 10,667 recipients	0.69% 142 recipients	\$3,870.93 18 recipients
<input type="checkbox"/> Valentine Email OO Engagers Over All Time, Newsletter, Non Purchaser Over All Time, Purchaser At least one time		✔ Sent	Feb 14 at 10:43 AM	54.74% 11,260 recipients	0.84% 172 recipients	\$5,179.59 86 recipients

Emails were not personalized per segment. Previous emails could have been better designed, leading to a low open rate, click rate, and decreased paid orders.

Client initially had advanced and core flows, but their content and design were not personalized or attractive aesthetically. This led to a disconnect with their subscribers and an increase in spam reports.

Automated Email Marketing Flows


- Abandoned Checkout (AJR)
- Welcome Series (AJR)
- Site Abandonment (AJR)
- Winback (AJR)
- ThankYou / Bounce Back (AJR)
- Browse Abandonment (AJR)
- RX Test Flow (AB)




April 1, 2024 – May 31, 2024

After

Conversion metric

 Placed Order



 Time period

Apr 1, 2024 - May 31, 2024 compared to previous period


Business performance summary

Apr 1, 2024 - May 31, 2024

[View dashboard](#)


\$317,123.34

Total revenue


 35% vs. previous period

\$81,282.35


Attributed revenue (25.63% of total)

 12% vs. previous period

Attributed revenue


 Per recipient

\$0.37

 Campaigns

\$52,177.58

64.19%

 Flows

\$29,104.77

35.81%

 Email

\$81,282.35

100.00%

 SMS

\$0.00

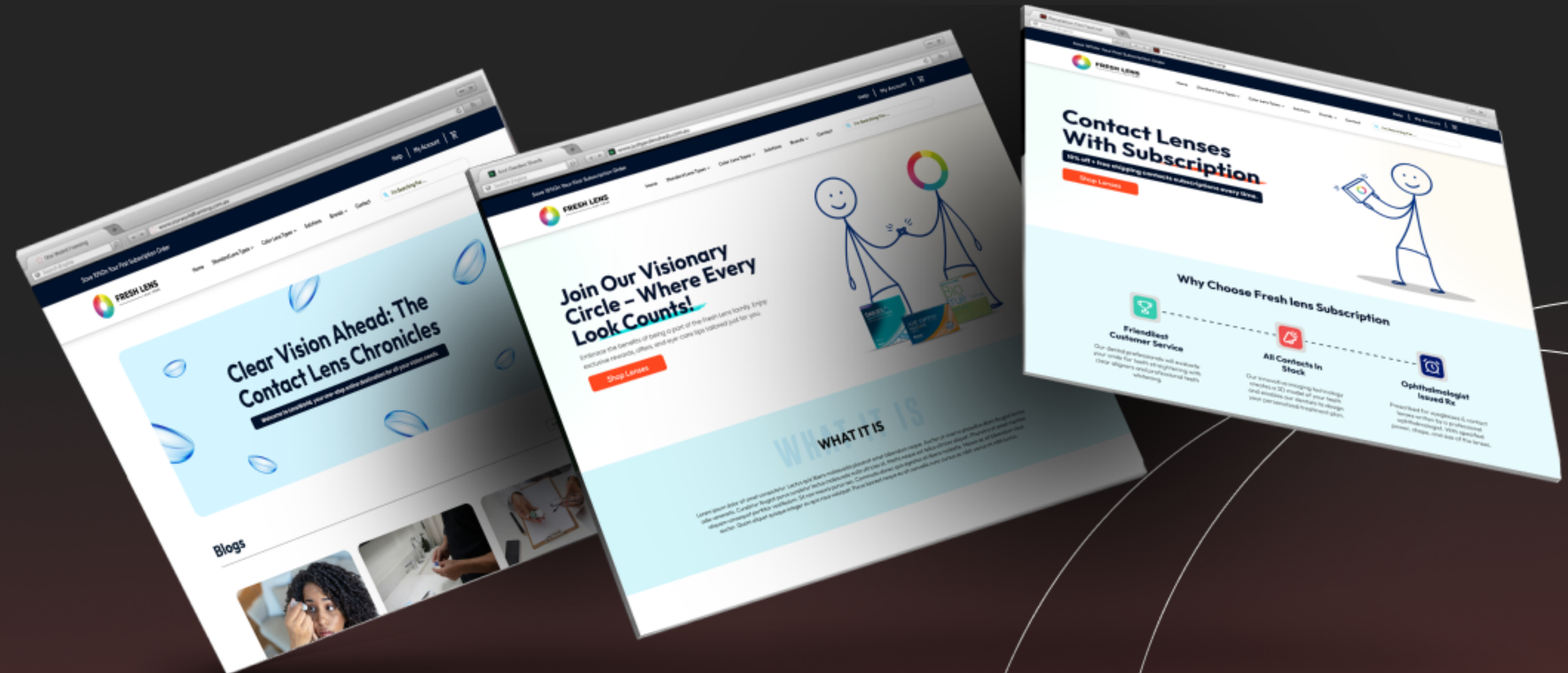
0.00%

Our first step was to overhaul the content and design of all flows. Next, we segmented every type of customer individually and tailored email content and design based on their behavior. For engaged customers, we offered different discounts and coupons. In contrast, for unengaged ones, we crafted complaint resolution email content, highlighting the value they would receive from our brand to build trust. Additionally, we conducted extensive A/B testing to determine the most effective format. Following these measures, we observed a decrease in spam rate and unsubscribers, along with an increase in open rate, click rate, and orders.

Email Marketing Objectives



















Email Campaigns

- Glasses Launched Email 3
- Glasses Launched Email 2
- Glasses Launched Email 1 | OO
- Mother's Day Email | OO
- Blog Email 4 | OO
- Blog Email 3 | OO
- Engagers Email 2 | OO
- Blog Email 1 | OO
- Solar Eclipse | OO
- Engagers Email 1 | OO



Campaigns

List view Calendar

<input type="checkbox"/> Campaign 1 	Type 	Status 	Last updated 	Open rate 	Click rate 	Ordered Product 
<input type="checkbox"/> Glasses Launched Email 3 Engagers Over All Time, Newsletter, Non Purchaser Over All Time, Purchaser At least one time		✓ Sent	May 29 at 8:59 AM	45.68% 9,590 recipients	11.27% 2,366 recipients	\$7,191.65 40 recipients
<input type="checkbox"/> Glasses Launched Email 2 Engagers Over All Time, Newsletter, Non Purchaser Over All Time, Purchaser At least one time		✓ Sent	May 25 at 11:00 AM	45.75% 9,747 recipients	11.48% 2,446 recipients	\$6,761.14 36 recipients
<input type="checkbox"/> Glasses Launched Email 1 OO Engagers Over All Time, Newsletter, Non Purchaser Over All Time, Purchaser At least one time		✓ Sent	May 18 at 10:59 AM	38.96% 8,220 recipients	1.63% 343 recipients	\$4,853.05 33 recipients
<input type="checkbox"/> Mother's Day Email OO Engagers Over All Time, Newsletter, Non Purchaser Over All Time, Purchaser At least one time		✓ Sent	May 12 at 11:00 AM	38.26% 8,022 recipients	2.21% 463 recipients	\$6,997.49 48 recipients
<input type="checkbox"/> Blog Email 4 OO Engagers Over All Time, Newsletter, Non Purchaser Over All Time, Purchaser At least one time	 A/B	✓ Sent	May 4 at 5:30 PM	46.07% 9,599 recipients	1.77% 369 recipients	\$6,266.80 35 recipients
<input type="checkbox"/> Blog Email 3 OO Engagers Over All Time, Newsletter, Non Purchaser Over All Time, Purchaser At least one time		✓ Sent	Apr 23 at 11:00 AM	43.73% 9,032 recipients	1.16% 240 recipients	\$4,646.01 33 recipients
<input type="checkbox"/> Solar Eclipse OO (Cloned) Engagers Over All Time, Newsletter, Non Purchaser Over All Time, Purchaser At least one time		🔄 Draft	Apr 16 at 2:20 PM	-	-	-
<input type="checkbox"/> Engagers Email 2 OO Engagers Over All Time, Newsletter, Non Purchaser Over All Time, Purchaser At least one time		✓ Sent	Apr 14 at 11:29 AM	45.98% 9,368 recipients	2.35% 478 recipients	\$5,020.46 38 recipients
<input type="checkbox"/> Blog Email 1 OO Engagers Over All Time, Newsletter, Non Purchaser Over All Time, Purchaser At least one time		✓ Sent	Apr 10 at 10:00 AM	41.69% 8,521 recipients	0.86% 176 recipients	\$2,958.91 26 recipients
<input type="checkbox"/> Solar Eclipse OO Engagers Over All Time, Newsletter, Non Purchaser Over All Time, Purchaser At least one time		✓ Sent	Apr 8 at 10:59 AM	41.94% 8,580 recipients	0.72% 148 recipients	\$3,780.87 16 recipients
<input type="checkbox"/> Engagers Email 1 OO Engagers Over All Time, Newsletter, Non Purchaser Over All Time, Purchaser At least one time		✓ Sent	Apr 5 at 8:59 AM	38.74% 7,908 recipients	1.00% 205 recipients	\$2,574.81 18 recipients

Flows

- Abandoned Checkout
- Welcome Series
- Site Abandonment
- Winback
- ThankYou / Bounce Back
- Browse Abandonment
- RX Test Flow

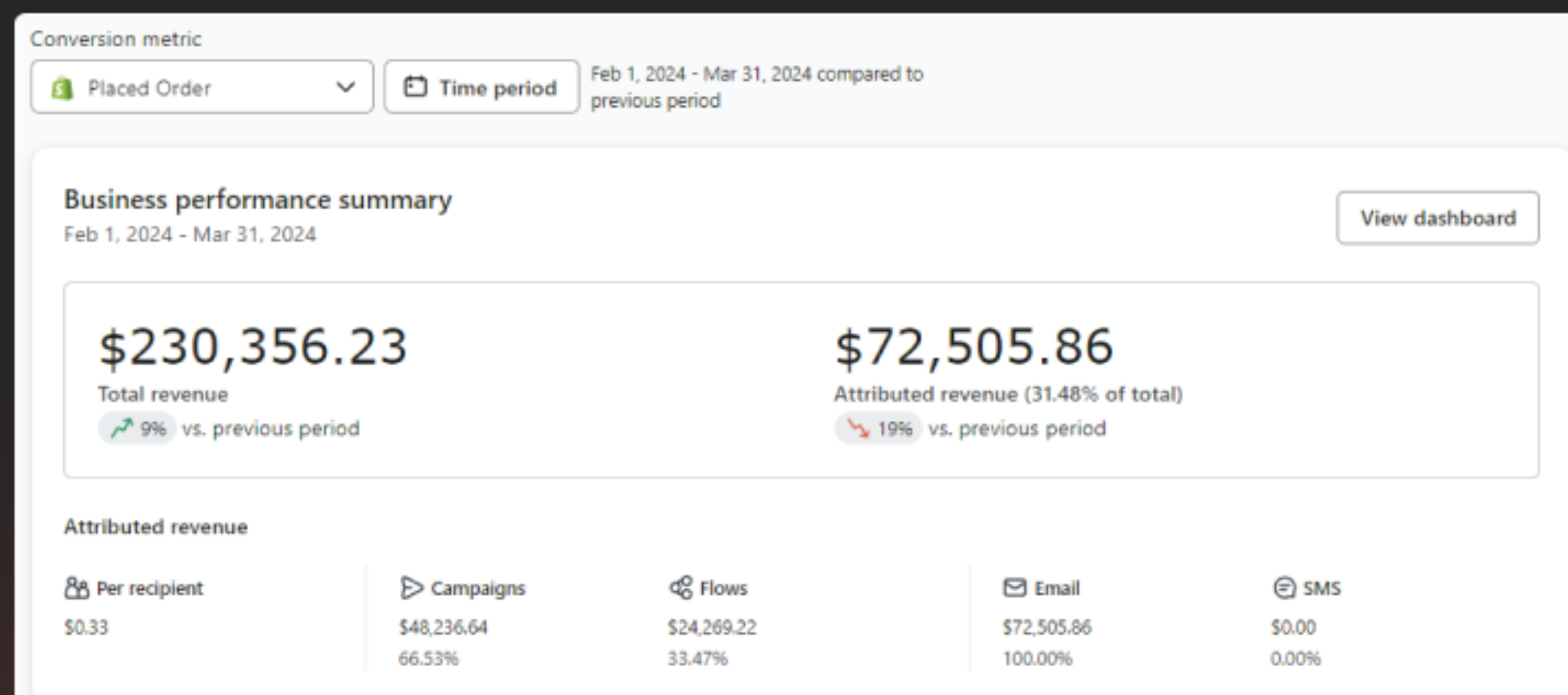


Revenue from Email Marketing

\$81,282.35

- Klaviyo Plan Cost **\$332.00**
- Total Revenue From Email **\$81,282.35**
- Total Revenue From Campaigns **\$52.2K**
- Total Revenue From Flows **\$29.1K**
- Average % of Revenue From Campaigns **23.8%**
- Average Open Rate **(51.3%)** Excellent
- Average Click Rate **(10.1%)** Excellent
- Average Click-through Rate **(5.4%)** Excellent

Before



After

