

# Profitability Without Volatility: Email Marketing Effect On Returning Customer Rate From 3 Brands

# 139%

## Returning Customer Rate Increase

# 300%

## Returning Customers Increase

# 27%

## Returning Customer Rate Increase

# 68%

## Returning Customer Rate Increase





# Overview

In a landscape where ad costs fluctuate and customer acquisition gets more expensive by the day, we worked with three distinct brands, Homedekk (home decor), an outdoor equipment brand, and Red Clay (hot sauce), to drive real, measurable growth in Returning Customer Rate (RCR) using email as the retention engine.

Each brand had strong products but under-leveraged lifecycle marketing. By rebuilding their automations and introducing campaign strategies tied to product timing and segmentation, we helped them turn repeat purchases into a predictable and profitable revenue stream.





# Results

These results prove that even when acquisition is unstable, retention is controllable, and profitable.

The right lifecycle system doesn't just create more emails, it creates more second orders.

When you align your automations, timing, and campaign strategy with your product's natural cycle, email becomes a high-ROI lever that compounds over time.





# Results

