

# Quick Wins, Long-Term Gains: Building Jelcie's Retention Engine



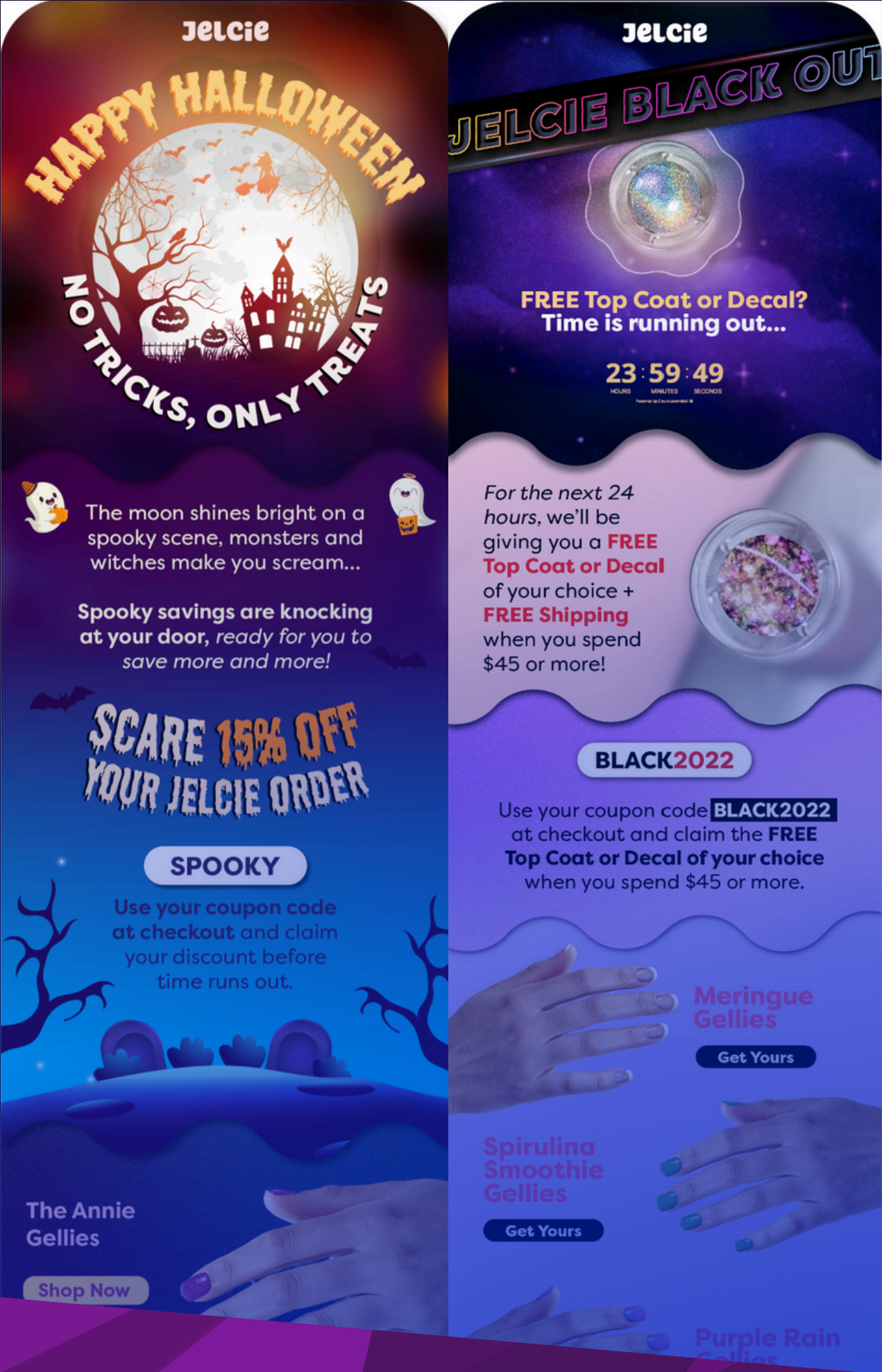
30%

Email Attributed Revenue

+21%  
Increase in Email Revenue

24%  
Email Revenue 90 Days

30%  
Email Revenue



# Overview

Jelcie (formerly known as Presson) approached our team with the ambitious goal of establishing themselves as a formidable competitor in the email marketing space. As a brand specializing in nail products, they possessed some creative design elements but lacked a robust email marketing setup. Their existing email strategy was limited, with approximately 9% of revenue generated from Klaviyo, and solely reliant on flows. Our mission was to transform their email marketing approach, driving significant growth and making it a powerful revenue driver for the brand.

5/1 - 5/31

Total Revenue: **\$7,305**

Revenue from Klaviyo: **\$674** (9%)

Flows: **\$674** (9%)

Campaigns: **\$0** (0%)

\$ / Recipient: **\$10.38**

Email: **\$674** (9%)

SMS: **\$0** (0%)

Push: **\$0** (0%)



# Results

Our team crafted a robust strategy to position the brand as a formidable force in the email marketing space. This involved audience profiling, enhancing designs and copy to align with the brand's identity, and implementing an organized email calendar for campaigns and events.

After just three months of implementing these changes, the brand experienced significant progress, reaching 24% of revenue over a 90-day period. In the last 30 days, this achievement was surpassed, currently standing at an impressive 30% (\$4,900) with a healthy distribution between flows and campaigns. As the system continues to improve over time, the brand is well on its way to solidifying its position as a strong and stable competitor in the email marketing space.

6/11 - 9/9	Total Revenue: <b>\$53,908</b> \$ / Recipient: <b>\$0.85</b>	Revenue from Klaviyo: <b>\$12,802</b> (24%)	Flows: <b>\$8,632</b> (16%)	Campaigns: <b>\$4,170</b> (8%)
	Email: <b>\$12,802</b> (24%)	SMS: <b>\$0</b> (0%)	Push: <b>\$0</b> (0%)	

8/10 - 9/9	Total Revenue: <b>\$16,535</b> \$ / Recipient: <b>\$0.04</b>	Revenue from Klaviyo: <b>\$4,954</b> (30%)	Flows: <b>\$2,016</b> (12%)	Campaigns: <b>\$2,938</b> (18%)
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