

Q1 Growth: Segmentation and Automation Optimizations In 4 Brands

43%

YTD Email Revenue Increase

\$480k

Email Revenue
Generated

68.3%

Avg Flow Revenue
Increase

14%

Avg. Total Revenue
Increase



Overview

Q1 is when most brands slow down. Post-holiday fatigue sets in, urgency drops, and revenue flattens.

We're going to introduce 4 of our clients who excelled through this period using email: Red Clay Hot Sauce, Mystic Barrels, Homedekk and an anonymous Adventure Gear brand.

Leading into Q1, we had just rebuilt their core flows, welcome, abandonment, post-purchase, and winback, while maintaining an aggressive but highly segmented campaign strategy. Instead of blasting broadly, we sent with precision: engagement tiers, intent-based segmentation, and tighter deliverability controls.

So when seasonal demand softened, revenue wasn't dependent on promotions. It was supported by systems.

The combination of rebuilt lifecycle automation + tactical campaign execution is what turned Q1 into a growth quarter instead of a recovery quarter.



Results

Across accounts, Q1 revenue grew year-over-year instead of declining.

Mystic Barrels generated \$200k+ in Klaviyo-attributed revenue YTD (+21.75% YoY), with 75% driven by flows, proving automation carried the quarter.

An anonymous Adventure Gear brand saw campaign revenue increase +14.7% YoY and flow revenue increase +67.7% YoY, despite Q1 being historically slower in their category.

Red Clay had explosive results being up 60% YTD in email attributed revenue while being up 18% in total revenue all with a clean 50-50% split between campaign and flow revenue generated.

Homedekk saw large improvements in both campaigns and flows YTD up 33% in campaign revenue and 60% in flows while being up in total 52% total email attributed revenue.

These weren't promotional spikes. They were structural improvements set in place throughout 2025.

Results on next page



Results

Adventure Gear Brand

