

The Power of Plain Text: 767% Lift in Email Revenue

Nutraceutical Brand

767%

Email Attributed
Revenue Increase



72%

Open Rates

32k

Email Attributed
Revenue

7.01%

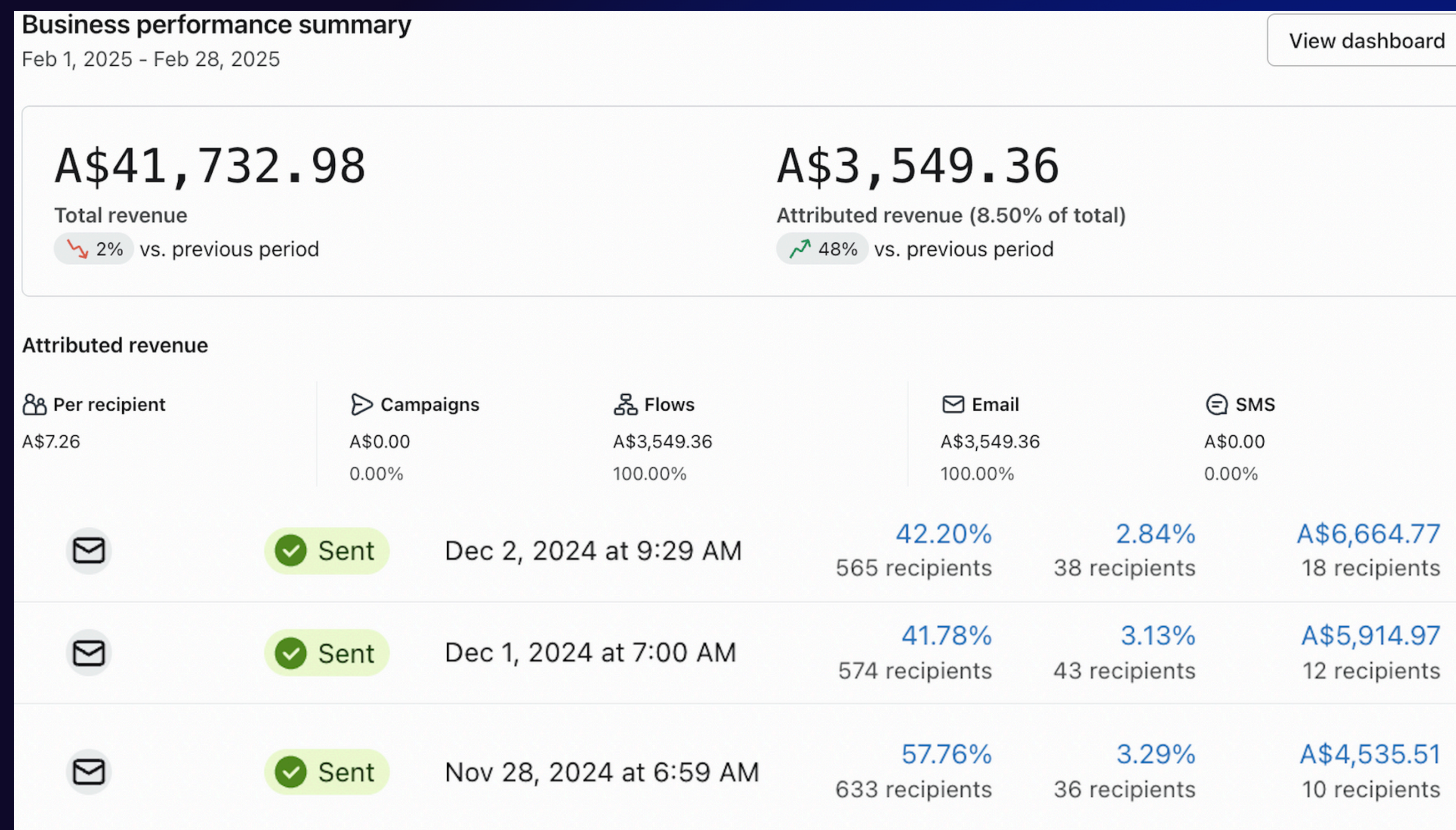
Click Rate



Overview

This supplement brand was struggling to drive meaningful results from email. Their Q4 campaigns leaned heavily on polished design but failed to convert, and by February, email attributed just 8.5% of total revenue with no active campaigns in place.

We shifted their approach entirely, replacing template-heavy sends with plain-text emails written for clarity, urgency, and conversion. Supported by smart segmentation and tighter timing, each send was built to feel personal and high-impact without overdesign.



Results

In just 30 days, email revenue jumped from A\$3.5K to A\$32K, now accounting for nearly 39% of total revenue. The four plain-text campaigns we launched collectively drove over A\$29K in sales, with the top email producing over A\$10,900 from a single send. Open rates climbed as high as 72%, while click-through rates hit 7%. Compared to the previous period's results, where click rates sat below 3.3% despite larger Q4 incentives, this pivot proved the impact of simplicity, timing, and strategy over aesthetic design.

Business performance summary

Mar 1, 2025 - Mar 31, 2025

View dashboard

A\$82,942.51

Total revenue

87%

 vs. previous period

A\$32,082.20

Attributed revenue (38.68% of total)

767%

 vs. previous period

Attributed revenue

Per recipient

A\$4.37

Campaigns

A\$29,873.21

93.11%

Flows

A\$2,208.99

6.89%

Email

A\$32,082.20

100.00%

SMS

A\$0.00

0.00%

Type	Status	Last updated	Open rate	Click rate	Placed Order
<div><div></div><div>A/B</div></div>	<div><div></div><div>Sent</div></div>	Mar 31 at 8:00 AM	<div><div>49.81%</div><div>913 recipients</div></div>	<div><div>3.76%</div><div>69 recipients</div></div>	<div><div>A\$4,816.11</div><div>19 recipients</div></div>
<div><div></div></div>	<div><div></div><div>Sent</div></div>	Mar 24 at 7:59 AM	<div><div>72.06%</div><div>730 recipients</div></div>	<div><div>7.01%</div><div>71 recipients</div></div>	<div><div>A\$4,907.16</div><div>18 recipients</div></div>
<div><div></div></div>	<div><div></div><div>Sent</div></div>	Mar 15 at 8:00 AM	<div><div>51.40%</div><div>1,009 recipients</div></div>	<div><div>5.30%</div><div>104 recipients</div></div>	<div><div>A\$10,970.52</div><div>39 recipients</div></div>
<div><div></div><div>A/B</div></div>	<div><div></div><div>Sent</div></div>	Mar 9 at 8:00 AM	<div><div>52.55%</div><div>1,053 recipients</div></div>	<div><div>5.64%</div><div>113 recipients</div></div>	<div><div>A\$9,179.42</div><div>42 recipients</div></div>

