

# Sleepwear Brand Doubles Email Revenue with Full-Funnel Strategy

Sleepwear Brand

# 105%

YoY Email Revenue  
Increase

# 180.9%

YoY Flow Revenue  
Increase

# 112%

YoY Campaign Unique  
Clicks Increase

# 61.5%

YoY Campaign CTR  
Increase





# Overview

This sleep and loungewear brand partnered with us in mid-2023 to overhaul their underperforming email program. At the time, both campaign and flow performance were stagnant, with inconsistent strategy and underutilized segmentation. Our team took over full management, rebuilding their automation infrastructure, introducing a more deliberate campaign schedule, and implementing tighter segmentation and deliverability best practices. By the end of 2023, the foundation was set. In 2024, we focused on scale: increasing volume while maintaining strong engagement, testing timing and content cadence, and improving both creative and targeting precision across all sends. With over two years of partnership, the results now speak for themselves.





# Results

In 2024, Klaviyo-attributed revenue more than doubled, jumping from \$870K to \$1.79M (+105.8%). Flow revenue alone rose +180.9%, while campaign revenue increased +66.1%. Click metrics surged, with unique clicks up 112.2% YoY and CTRs up across both flows (+72.9%) and campaigns (+61.5%). As of July 2025, YoY flow revenue is already up +14.7%, with rising AOV and sustained campaign growth, proving the long-term impact of a strong retention system.

## Results on next page





# Results

## Conversion Summary

**\$1,795,798.33** +105.85%

Klaviyo attributed conversions

- Campaigns \$946,952.60 (53%)
- Flows \$848,845.73 (47%)

## Campaign performance summary

Overview Metrics Top performing

Metric	Email
Total Recipients	8.09M <span>31.3%</span>
Unique Opens	4.39M <span>28.1%</span>
Open Rate	54.4% <span>2.5%</span>
Unique Clicks	165K <span>112.2%</span>

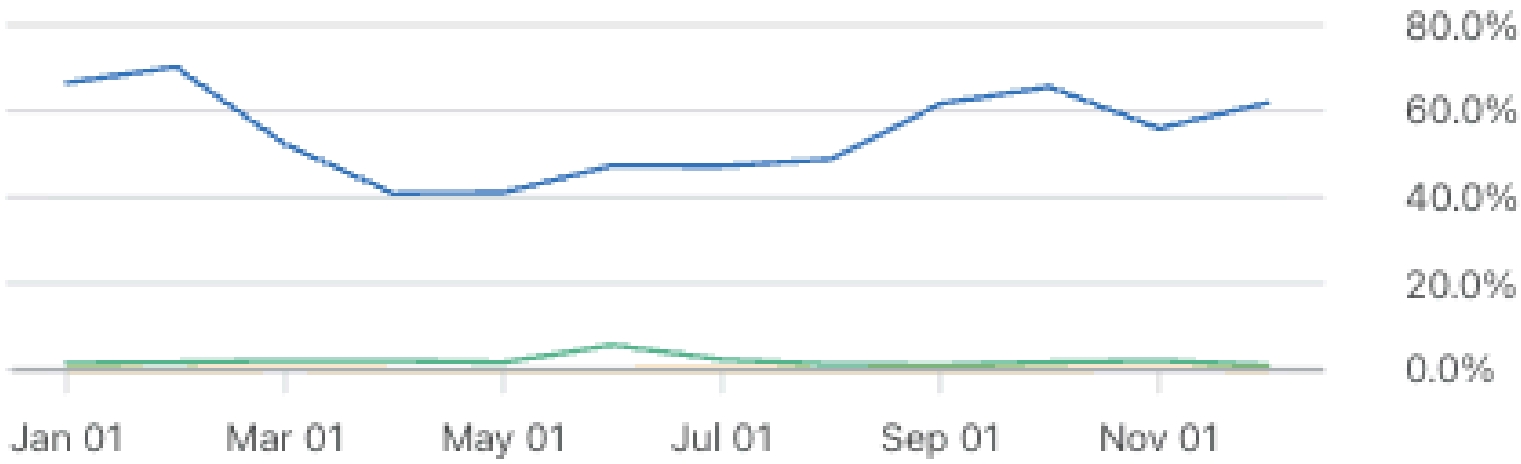
## Campaign Performance

All campaigns

**8,093,875** +31.34%

Total campaign recipients

- Open rate Excellent 54.40% -2.51%
- Click rate Fair 2.04% +61.49%
- Placed Order rate Fair 0.08% +13.43%



## Flows Performance

Email SMS

All email flows (excluding archiv... ☒ Exclude archived flows

**421,775** +140.22%

Total flow recipients

- Open rate Fair 54.56% -7.63%
- Click rate Good 7.12% -28.22%
- Placed Order rate Fair 1.20% +0.25%

