

220% Holiday Revenue Lift with Full-Funnel BFCM Strategy



220%

Email Attributed Revenue Increase

\$75k

Email Attributed
Revenue

228%

Revenue Per Recipient
Increase

46%

Target Audience
Increase



Overview

For this project, we partnered with a botanical products brand ahead of Black Friday–Cyber Monday to overhaul what had been a stagnant email marketing program. Prior to our work, campaign volume was low, flows underutilized, and overall email contribution to revenue underwhelming. We implemented a full BFCM-specific strategy, this included high-impact, short-window flows, a complete campaign content plan, and a clear focus on increasing total recipient reach across both automations and campaigns. The goal: lift conversions through tighter targeting, smarter segmentation, and urgency-driven messaging throughout the holiday period.



Results

The results speak for themselves. Email-attributed revenue for November alone surged to over \$75,000—a 220% increase compared to previous benchmarks. We increased campaign recipient volume by 46%, introduced high-performing BFCM flows, and maximized segmentation to get more value from each send. Despite the higher send volume, engagement remained strong, and most importantly, revenue per recipient grew by 2.28x, confirming the strategy's efficiency and impact. The brand's email channel went from dormant to dominant during one of the most important times of the year.

