

Right Time, Right Message: Doubling Email Revenue in a Month



121%

Email Revenue Increase

\$29,500
Increase In Email Revenue

39.12%
Email Attributed Revenue

\$3.81
Revenue Per Recipient



Overview

Partnering with a paddle board company, we optimized their email strategy to capture lost sales and convert first-time customers. Despite operating at over 25% email revenue, our audit revealed gaps in their approach, including the need for a comprehensive welcome series and optimized forms for list growth. Our focus was on enhancing their email marketing for a successful summer season.

Business performance summary

May 1, 2023 - May 31, 2023

[View dashboard](#)

CA\$88,148.08

Total revenue

📈 91% vs. previous period

CA\$24,410.57

Attributed revenue (27.69% of total)

📈 55% vs. previous period

Growth overview

Conversion summary **Message type breakdown** Channel breakdown

Channel

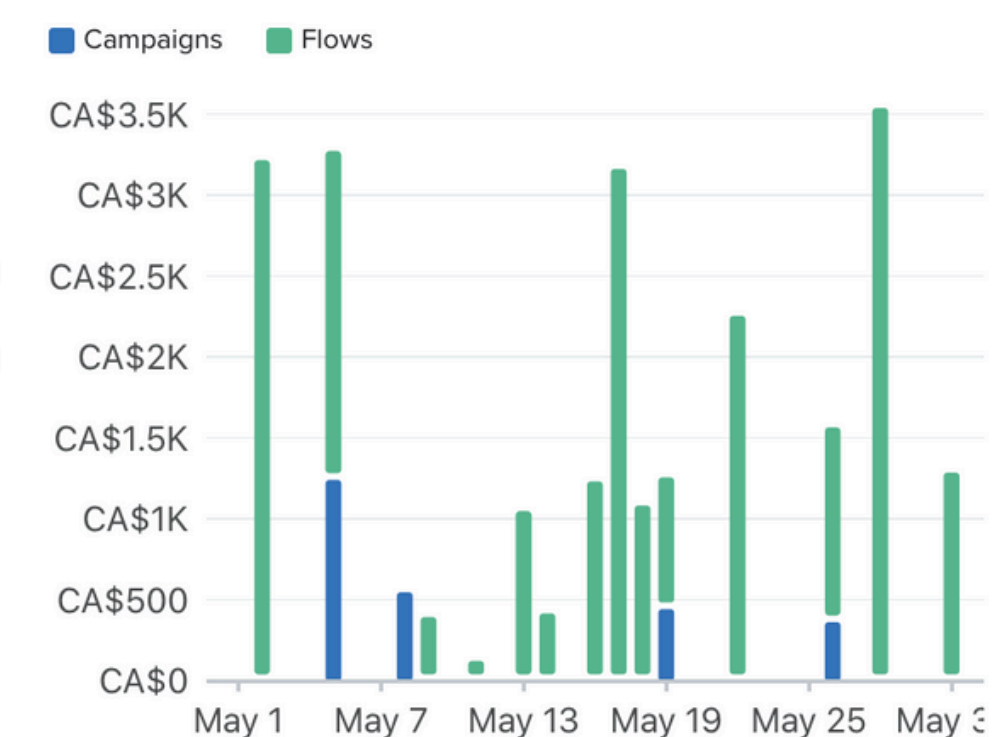
All

CA\$24.4K

Attributed revenue

📈 55.4% vs previous period

Campaigns	CA\$2.6K	10.64%	📉 27.7%
Flows	CA\$21.8K	89.36%	📈 79.9%



Results

We implemented highly targeted flows based on order value, optimized sign-up forms, and introduced an exceptional first-time welcome experience to maximize email attributed revenue and list growth during their busy season. Within 30 days, the results were remarkable, with significant growth in email revenue, nearly doubling their percentage of total revenue. This successful strategy positioned the company for further growth and success.

Business performance summary

Jun 1, 2023 - Jun 30, 2023

[View dashboard](#)

CA\$137,801.01

Total revenue

📈 62% vs. previous period

CA\$53,906.37

Attributed revenue (39.12% of total)

📈 121% vs. previous period

Growth overview

Conversion summary Message type breakdown Channel breakdown

Channel

All

CA\$53.9K

Attributed revenue

📈 120.8% vs previous period

Campaigns	CA\$7.39K	13.7%	📈 184.6%
Flows	CA\$46.5K	86.3%	📈 113.2%

