

Turning January Into a Growth Month With Optimized Strategies



183.7%

YoY Email Revenue Increase

235.5%

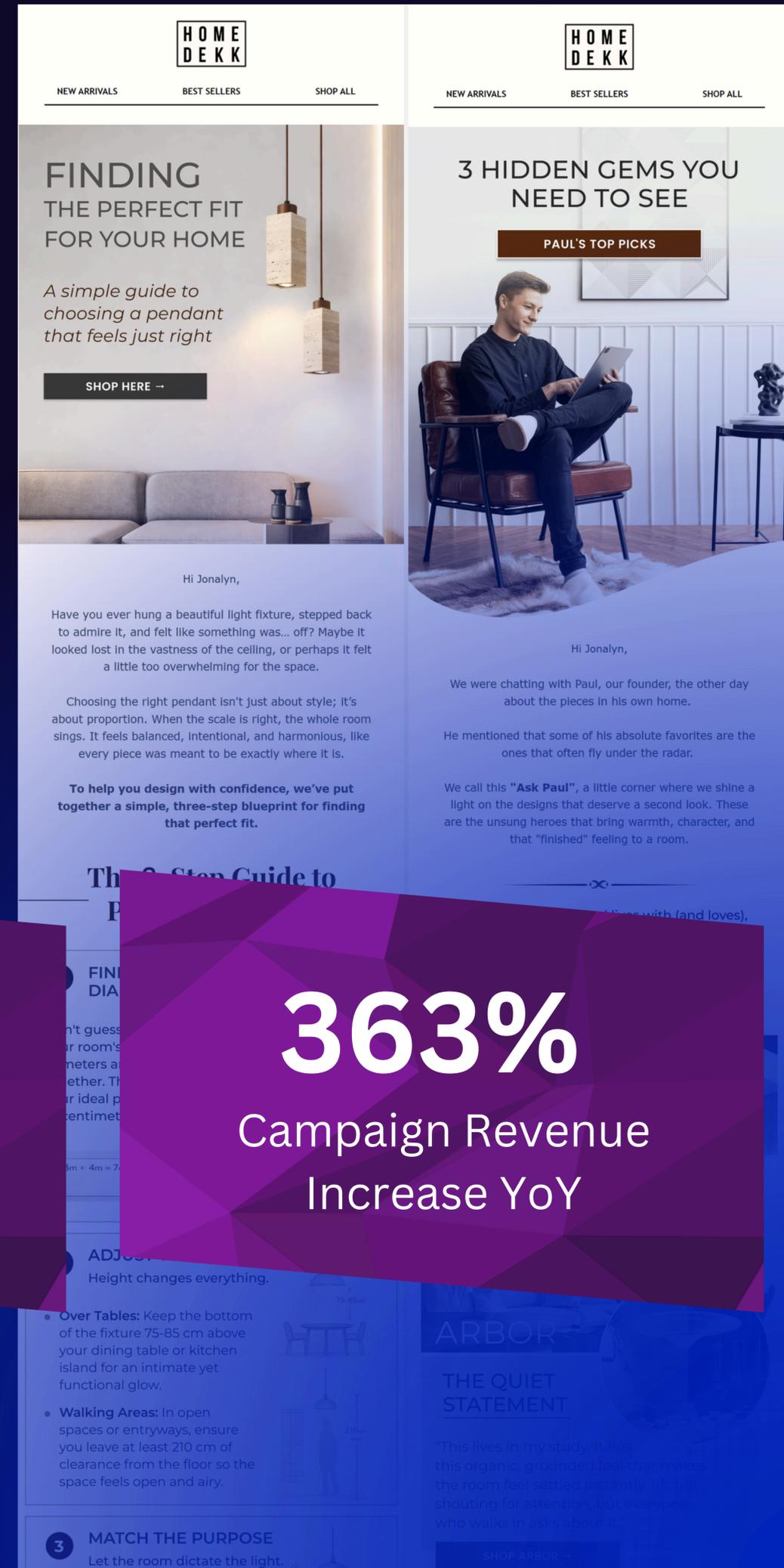
Revenue Per Recipient Increase YoY

120%

Conversion Increase

363%

Campaign Revenue Increase YoY



Overview

January is typically one of the toughest months for eCommerce brands. Post-holiday demand drops, customer intent cools off, and most brands see a decline in both engagement and revenue.

Homedekk didn't.

Having worked together for over 1.5 years, this wasn't a fresh rebuild, it was an evolution. We entered Q1 with newly optimized flows, replacing underperforming sequences from the previous year, and introduced updated campaign strategies based on learnings from our own agency-wide testing.

Instead of relying on constant promotions, we shifted toward more engagement-driven campaigns, incorporating elements like surveys and reducing the frequency of sales-heavy sends. At the same time, we maintained a consistent campaign cadence supported by stronger segmentation and improved lifecycle timing.

So even as seasonal demand softened, performance didn't.

The system had simply become more efficient.



Results

Homedekk generated €14,432.63 in campaign revenue (+363.4% YoY) in January, alongside €38,185 in flow revenue (+147.4% YoY), showing strong gains across both campaigns and automation.

Total revenue reached €100,619.37 (+21.6% YoY), with email contributing over 52% of total revenue, reinforcing its role as a primary revenue driver during a slower season.

What stands out most is how efficiency improved across the system:

- Unique clicks increased +132%
- Unique conversions increased +120%
- Revenue per recipient increased +235.5%
- Attributed revenue increased 183.7%

Even with slight dips in click rate and conversion rate, total revenue increased significantly, driven by stronger targeting, better flow structure, and higher-quality engagement.

This wasn't driven by heavier discounting or increased pressure.

It was driven by a smarter system.



Results

