

The Shift to Email: Turning 7% Attribution into 36%



\$71,000

Email & SMS Revenue

36%

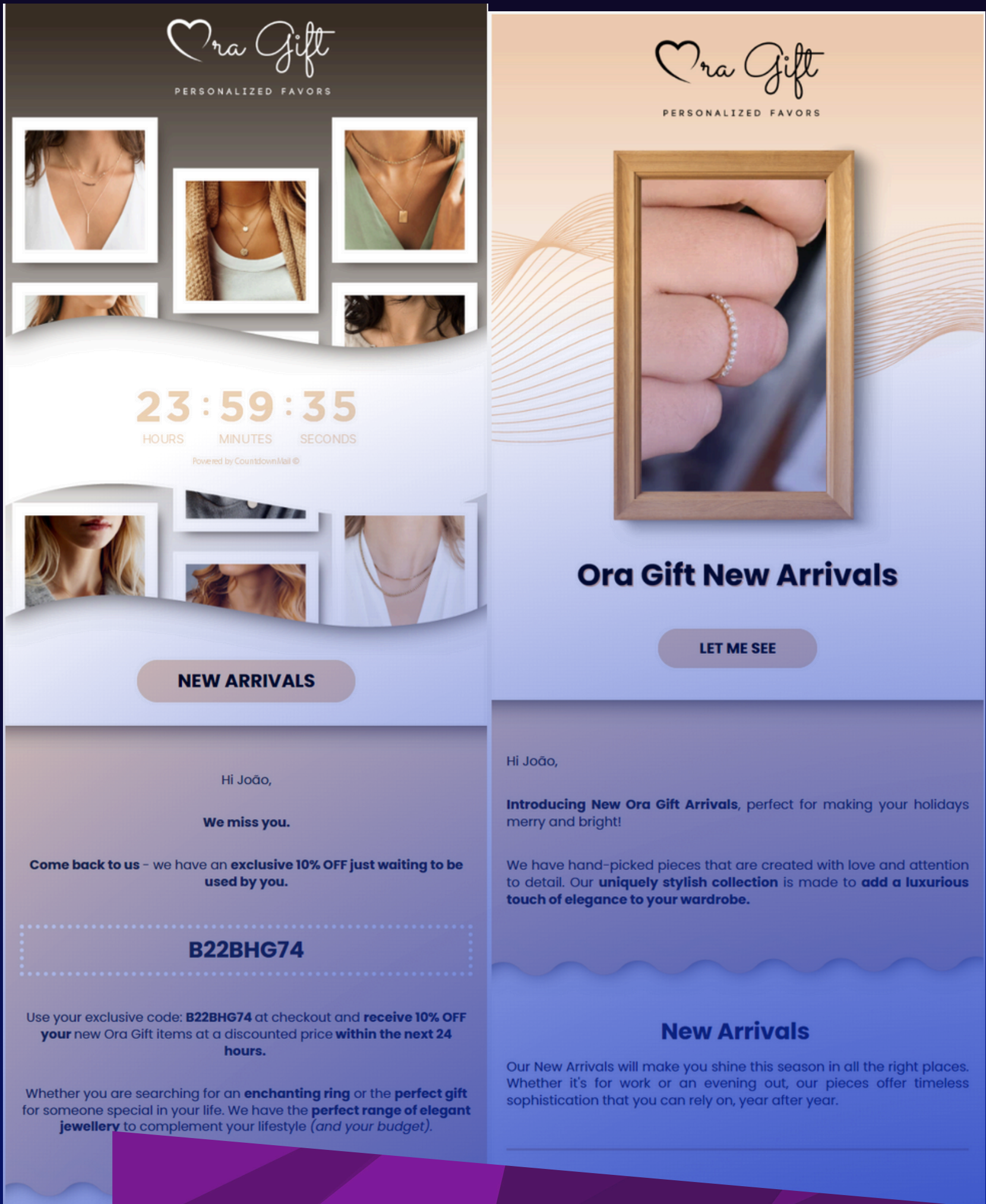
Email & SMS
Attributed Revenue

3.3%

Flow Conversion Rates

\$64,000

Increase In Email &
SMS Revenue



Overview

In October 2022, we teamed up with Ora Gift to boost their email marketing efforts. Despite significant website traffic and \$80,000 in total revenue the previous month, their email capture process required improvement. The existing optimonk form was delayed, impacting conversions, particularly with first-time purchasers. Our objective was to optimize the process to achieve better results and enhance first-time customer conversions.

7/1 - 7/31	Total Revenue: \$27,463	Revenue from Klaviyo: \$4,043 (15%)	Flows: \$2,495 (9%)	Campaigns: \$1,548 (6%)
	Email: \$3,969 (14%)	SMS: \$74 (0%)	Push: \$0 (0%)	
8/1 - 8/31	Total Revenue: \$45,550	Revenue from Klaviyo: \$1,806 (4%)	Flows: \$1,806 (4%)	Campaigns: \$0 (0%)
	Email: \$1,806 (4%)	SMS: \$0 (0%)	Push: \$0 (0%)	
9/1 - 9/30	Total Revenue: \$87,455	Revenue from Klaviyo: \$6,556 (7%)	Flows: \$4,274 (5%)	Campaigns: \$2,282 (3%)
	Email: \$6,452 (7%)	SMS: \$104 (0%)	Push: \$0 (0%)	



Results

We optimized email captures to prompt quick sign-ups, especially for first-time buyers. By implementing email and SMS automations and gradual campaign sends, Ora Gift generated over \$70,000 in revenue within 60 days. Our emails contributed 36% of revenue compared to only 7%, 4%, and 15% in the three previous months. This highlights the effectiveness of our approach in boosting engagement and driving sales.

11/1 - 11/30

Total Revenue: **\$198,094**

Revenue from Klaviyo: **\$70,970** (36%)

Flows: **\$54,246** (27%)

Campaigns: **\$16,724** (8%)

Email: **\$68,324** (34%)

SMS: **\$2,646** (1%)

Push: **\$0** (0%)

