

Closing the Gap: \$4K+ from Unconverted Signups in 30 Days

Outdoor Equipment
Brand

\$4k

Additional Revenue
From Non-Buyers



4.2%

Click Rates

0.36%

Conversions from
inactive leads

15,340

Retargeted
subscribers



Overview

After identifying a gap in the customer journey, we uncovered a high-volume segment of subscribers who completed the welcome flow but never purchased. Rather than pushing discounts or ads, we built a new, plain-text automation that mimicked a natural check-in aimed at re-engaging warm leads without undercutting margins. The strategy focused on intent-based segmentation and high-leverage email positioning that appeared human, but scaled.

★ LM | Push-To-Purchase

Segment

358777

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Results

In just 30 days, the new flow reached over 15,000 subscribers and generated \$4,356.63 in attributed revenue. Open rates exceeded 38%, and click rates hit 4.2%, with minimal creative or ad spend involved. The placed order rate reached 0.36%, closing the gap between sign-up and purchase while increasing profitability on paid traffic. This flow now runs as a silent conversion driver for untapped subscribers post-welcome, delivering incremental revenue with high margins.

