

# More Than Doubling Click Rates for a Heavy-Duty Equipment Brand

Heavy Duty  
Equipment Brand

# 141%

Campaign Click Rate  
Increase

## 1.49%

Average Click Rate

## 4.96%

Single Campaign Click  
Rate

## 46%

Target Audience  
Increase





# Overview

This heavy-duty equipment brand came to us in May with a clear challenge: campaign click rates were dangerously low, averaging just 0.66%, despite solid list size and engagement. They weren't seeing results from their email program and needed a strategy that could turn the channel into a meaningful revenue driver. Over the next 90 days, we implemented a comprehensive click rate optimization plan. This included improved segmentation logic, strategic sending patterns, engagement-tiered content strategies, and precise audience targeting to increase relevancy. The goal: increase click-through rates and revive the performance of their campaign calendar without compromising deliverability.

Time period

Custom

Apr 01, 2025

May 31, 2025

Message type

All messages

Message category

Inbox Provider

Category value

5 selected

Key metrics

Open rate

55.8%

8.21%

Click rate

0.66%

0.002%

Bounce rate

0.14%

0.02%

Unsubscribe rate

0.24%

0%

Spam complaint rate

0.02%

0.004%

Sent

May 14 at 12:56 PM

57.94%

62,965 recipients

0.80%

868 recipients

\$2,123.92

22 recipients

Sent

May 14 at 12:52 PM

52.90%

12,388 recipients

0.59%

137 recipients

\$281.10

2 recipients

Sent

May 11 at 9:29 AM

55.82%

178,456 recipients

0.42%

1,341 recipients

\$8,817.46

73 recipients

Sent

May 9 at 5:00 PM

57.46%

182,462 recipients

0.70%

2,232 recipients

\$5,525.41

41 recipients

Sent

May 5 at 1:27 PM

27.69%

536 recipients

0.31%

6 recipients

\$0.00

0 recipients

Sent

May 5 at 11:02 AM

50.30%

140,323 recipients

0.30%

831 recipients

\$8,219.33

82 recipients

Sent

May 2 at 7:00 PM

57.75%

184,867 recipients

0.63%

2,001 recipients

\$11,472.49

74 recipients

Sent

May 2 at 10:00 AM

51.08%

176,154 recipients

0.28%

975 recipients

\$6,459.52

41 recipients

Sent

May 1 at 10:45 AM

70.61%

120,126 recipients

0.34%

575 recipients

\$4,106.55

35 recipients

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# Results

Click rates more than doubled over the 90-day window, hitting a consistent average of 1.59% by July and peaking as high as 4.96% on individual sends. Open rates also climbed to 60.32% with over 4 million total campaign recipients reached in July alone. Strategic improvements in both creative and segmentation allowed us to target more qualified subsets of their list, reduce audience fatigue, and drive stronger traffic to site. Even in a low-frequency, high-ticket industry, this email program became a reliable engine for engagement and conversion.

Time period: Last 30 days   Message type: All messages   Message category: Inbox Provider   Category value: 5 selected							
Key metrics							
Open rate	Click rate	Bounce rate	Unsubscribe rate	Spam complaint rate			
59.1%	1.59%	0.18%	0.33%	0.01%			
5.20%	0.33%	0.04%	0.010%	0.007%			
					Jul 25 at 9:00 PM	73.63% 182,421 recipients	4.96% 12,281 recipients \$2,982.40 32 recipients
					Jul 23 at 9:00 PM	72.70% 180,564 recipients	0.73% 1,801 recipients \$2,881.41 45 recipients
					Jul 22 at 1:00 AM	61.18% 187,337 recipients	0.66% 2,026 recipients \$7,551.88 72 recipients
					Jul 19 at 4:59 PM	40.48% 16,976 recipients	0.86% 362 recipients \$637.90 5 recipients
					Jul 18 at 7:14 PM	72.62% 187,823 recipients	4.87% 12,604 recipients \$8,033.90 51 recipients
					Jul 15 at 6:00 PM	46.26% 25,889 recipients	1.22% 684 recipients \$3,340.53 28 recipients
					Jul 11 at 7:00 PM	3.89% 2,050 recipients	0.50% 265 recipients \$585.71 4 recipients
					Jul 11 at 2:00 PM	58.13% 176,993 recipients	0.55% 1,664 recipients \$1,962.75 30 recipients
					Jul 9 at 8:00 PM	67.67% 172,982 recipients	1.04% 2,665 recipients \$2,804.05 37 recipients
					Jul 8 at 2:59 PM	52.33% 182,521 recipients	1.29% 4,493 recipients \$2,418.91 47 recipients
						59.46%	0.93% \$3,937.00
					✉	✓ Sent	
					✉	✓ Sent	
					✉	✓ Sent	
					✉	✓ Sent	
					✉	✓ Sent	

