

Re-Engaged and Ready: Lifting Email with Less Traffic



117%
Email Revenue
Increase

97.9%
Campaign Revenue
Increase

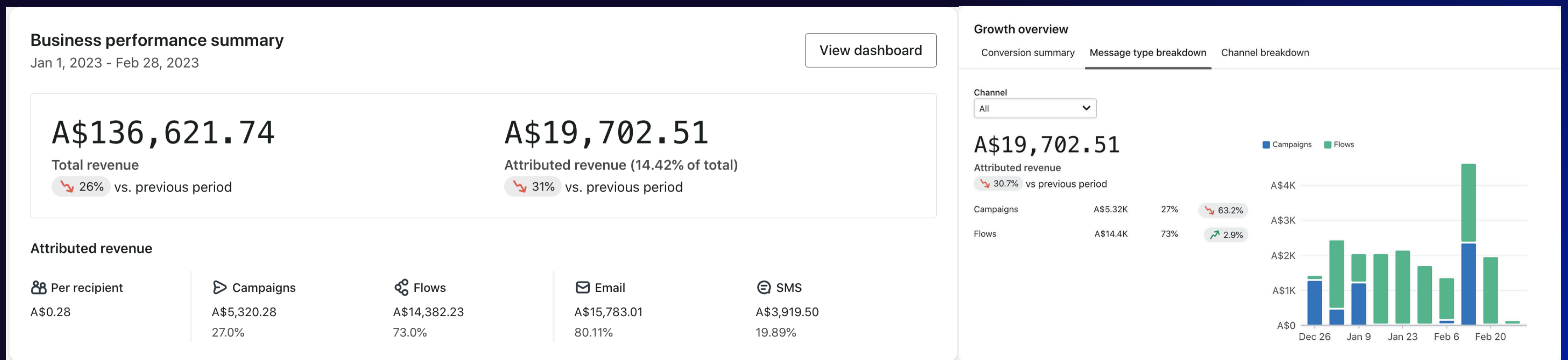
124.5%
Flow Revenue

\$42,800
Email Revenue



Overview

In our collaboration from March to April, we identified inactive contacts and devised a clever campaign strategy to reengage them. This approach aimed to boost Flows traffic and generate revenue during their downsizing of ad traffic in the next few months. Our goal was to optimize email marketing efforts and drive sustainable growth for Standard Squeeze.



Results

Our high-quality campaign strategy, comprising educational, promotional, and sales emails, successfully re-engaged their list and drove sales. Despite decreased incoming prospects due to reduced traffic, we achieved a small increase in revenue and nearly doubled their email revenue compared to the previous two months. Our approach effectively revitalized Standard Squeeze's email marketing efforts and contributed to their overall success.

