

Achievement :

Beauty Brand **Strip** Generates 35%+ Of Revenue Through Email Marketing

About the client:

My client was a brand new business in the Beauty and Cosmetics industry selling skincare cleansers.

The owner saw email marketing as a promising opportunity, and approached me over Fiverr to assist with email marketing strategy and implementation.

Client's goal

The client's goal was to have 15%+ of all online revenue come through automated email sequences.

How I helped our client achieve their objectives

Although this company did email marketing before I was hired, it was mostly occasional promo emails which brought in approximately 1% of their online revenue.

My task was to create an effective email marketing strategy and integrate it with the overall sales process.

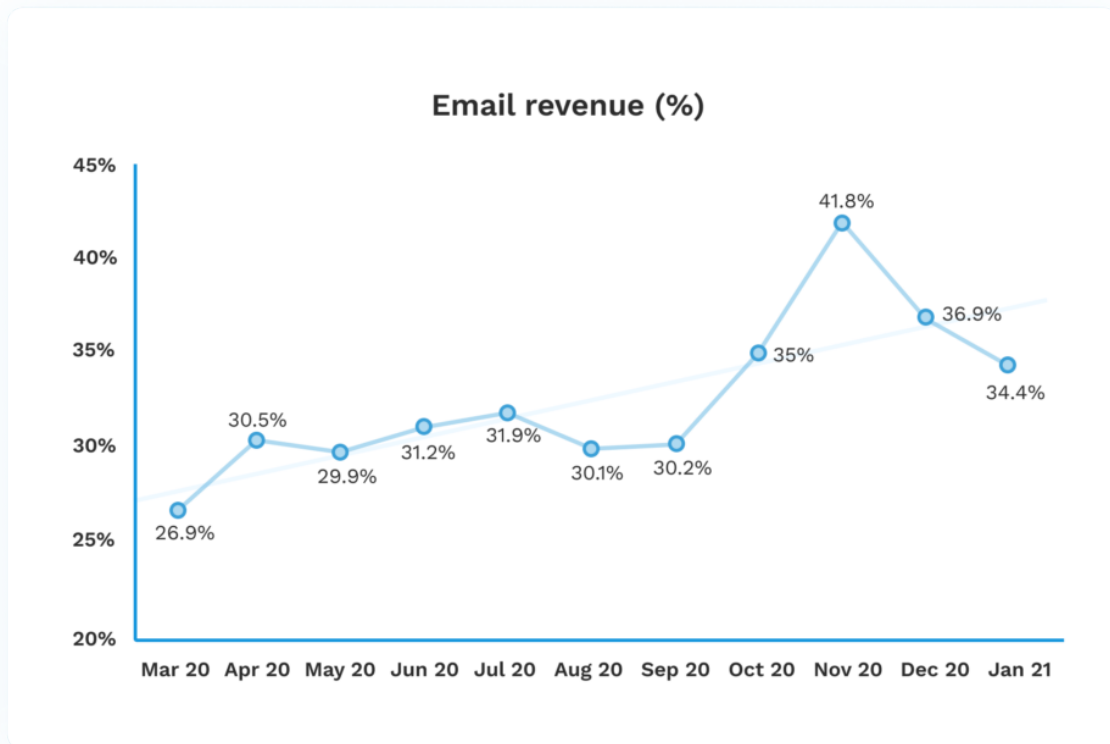
Here's how I approached the project:

- Performed an analysis of existing processes and opportunities. I was able to pinpoint three key opportunities – automated Lifecycle emails, highly targeted weekly campaigns and constant emails optimization
- Developed designs of the emails to help my client stand out and effectively communicate with core target customers

- Implemented a thorough email marketing strategy that connects the dots between generating a lead, signing up a new client, converting a potential client into a buyer and then a 1-time buyer into a repeat customer

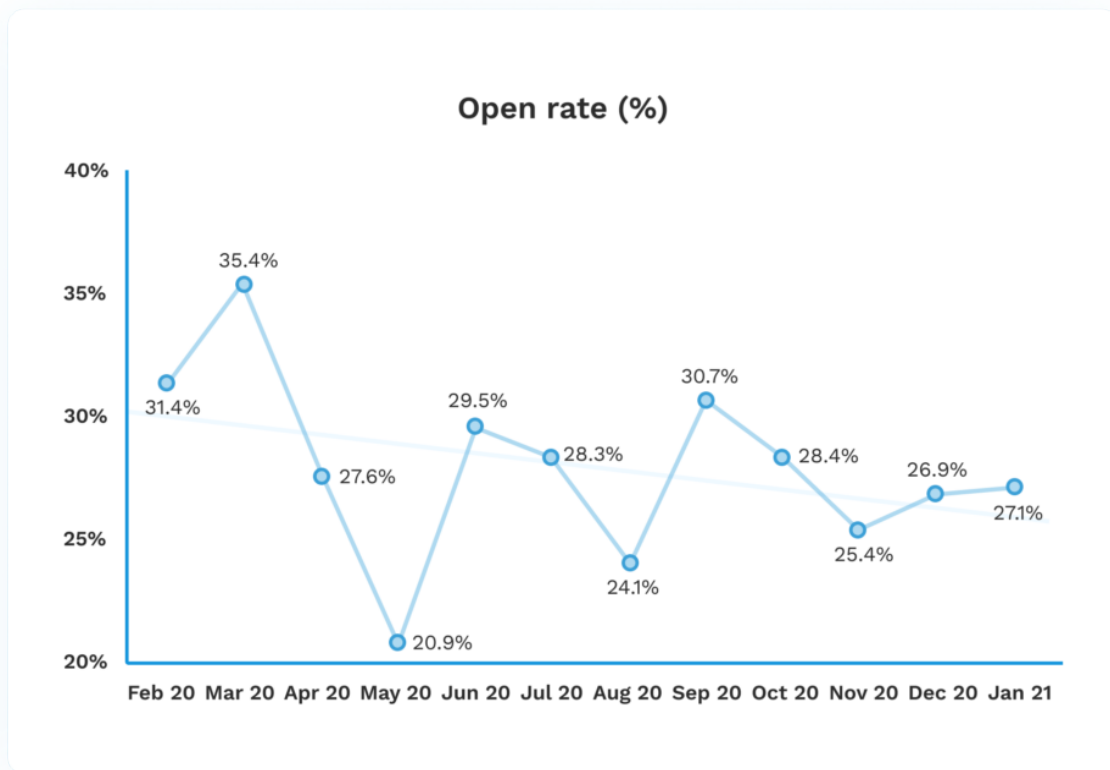
Key Results

Within the first 3 months, automated flows (aka automated email sequences) were generating 17%+ of all online revenue. After introducing 1 campaign/week (up to 5 campaigns per month), I was able to get to 35%+ of revenue generated solely from Klaviyo



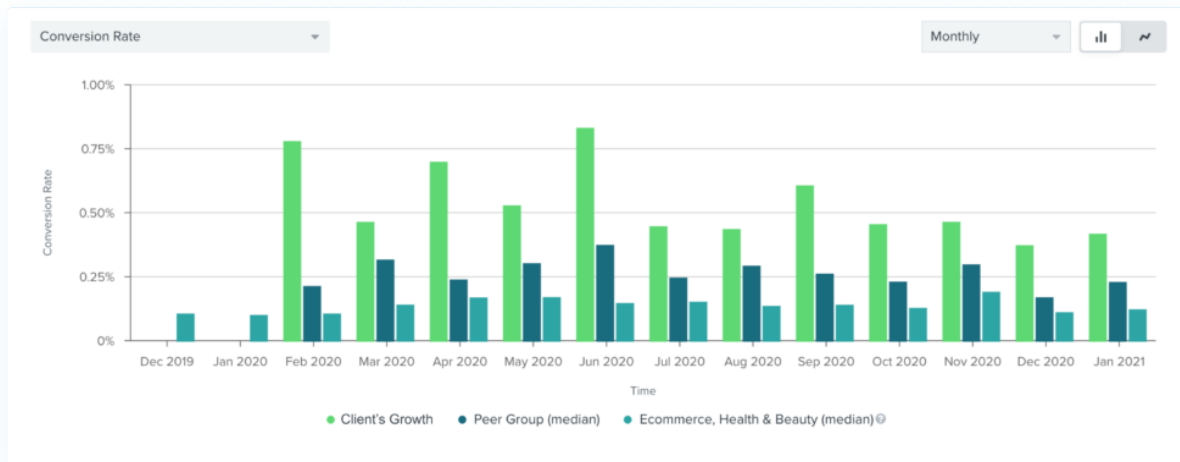
The industry benchmark for revenue from email is 30%. In this graph, you can see that we not only reach the benchmark, but also often exceed it – with our top result so far being 41.8% revenue.

- Client's Open and Click-Through rates remain consistently high (over 31%+ and 2%+ respectively with the industry benchmarks being 20%+ and 2%+)



- I achieved a greater interaction with both prospective and existing customers using automated flows

Using the new Benchmarks feature in Klaviyo, I discovered that our client's conversion rate is much higher than that of other similar brands in the beauty space.



Marketing Performance						
Performance Indicator	Status	Your Value	Percentile	25th Percentile	Median	75th Percentile
Open Rate	Excellent	27.5%	90th	14.0%	17.5%	22.2%
Click Rate	Good	1.96%	70th	0.90%	1.39%	2.20%
Click Through Rate	Fair	7.15%	40th	5.98%	8.01%	11.3%
Conversion Rate	Excellent	0.46%	77th	0.14%	0.25%	0.45%
Email Revenue Per Recipient	Good	\$0.18	53rd	\$0.09	\$0.16	\$0.33

My main strategy

I kept introducing new advanced flows and optimized the existing ones, which allowed me to continue to grow my client's business

I mainly focussed on testing, tracking, and tweaking campaigns to ensure ongoing profitability

All of my results complied with the industry benchmark, sometimes exceeding it.

One area of improvement for this specific client is Campaign revenue, which right now stands at 7.2% with the industry benchmark being 1.5%.

My own benchmarks when running email marketing campaigns

	OR (Open Rate)	CTR (Click Through Rate)	Conversion	\$ per recipient	Bounce	Unsubscribe	Spam
Great	25% +	2.5% +	More than 0.1%	\$0.08+	Less than 0.4%	Less than 0.2%	Less than 0.05%
Proficient	15-25%	1.5-2.5%	0.10%	\$0.08+	0.4-0.8%	0.2-0.3%	0.05-0.08%
Room for improvement	10-15%	1-1.5%	N/A	N/A	0.8-1.5%	0.3-0.7%	0.08-0.15%
Critical	Less than 10%	Less than 1%	Less than 0.1%	Less than 0.08	1.5%+	0.7%+	0.15%+

By Kunal Arora

Email Marketing Expert, Deliverability specialist