

# IMPLEMENTATION OF ESSENTIAL FLOWS

FROM 0% TO 55% OF REVENUE BEING GENERATED FROM EMAILS



## GOALS



Create all necessary flows to handle a brand launch and nurture customers along their journey.

1



Capture traffic flowing in and capture any potential revenue slipping through the cracks.

2

## RESULTS

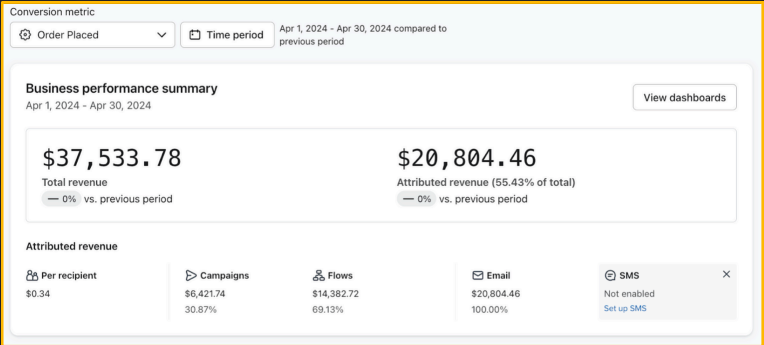
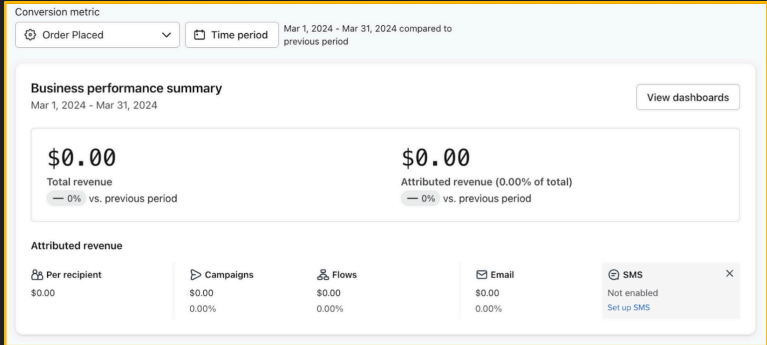
**\$20,804.46**  
Attributed Rev

**24**  
Flow Emails  
Implemented

**+55.43%**  
Attributed Rev %

## About DNA Genetics

DNA Genetics is a pioneering brand in the cannabis industry, renowned for its innovative breeding techniques and premium quality strains. Founded in Amsterdam in 2004 by Don Morris and Aaron Yarkoni, DNA Genetics has built a global reputation for excellence, combining science, craftsmanship, and a passion for cannabis to produce some of the most sought-after strains in the world.



### DNA Genetics’ Problem

Having freshly launched their new e-commerce arm the business did not have a email system ready to convert and nurture the traffic flowing through their website. Launching their online channel and capitalizing on the influx of people into their site was a top priority and a huge opportunity to get visitors onto their email list early.

### The Solution

Kracked Retention acted quickly with an essential flow buildout that really dug into the branding of DNA Genetics and brought it to life within their emails. Focusing on key flows that would take full advantage of the traffic their site was anticipated to see and combining it with a well-structured post-purchase journey to nurture first time customers after their first experience allowed DNA Genetics to be set up for a successful launch.

### The Results

During their first month live with their e-commerce unit DNA Genetics saw a 55.43% of their revenue being attributed email. Notably their abandoned checkout flow pulled serious weight with a revenue per recipient metric of \$4.06 meaning they were recovering \$4.06 of revenue per checkout that was abandoned. During this launch period DNA Genetics was able to capture new site visitors at a rate of 6.43% which funneled straight into their welcome series and campaign sending that slowly but surely began converting.