

# A FULL YEAR WORKING WITH KRACKED RETENTION

RECAPPING 365 DAYS OF OPTIMIZATION WORKING WITH US



## GOALS



Increase the revenue attributed to email through campaign optimization and cadence increases

1



Revamp the flow strategy in the account to convert at a higher CVR

2

## About 4AllFamily

4AllFamily is dedicated to providing innovative and reliable solutions for individuals with medical needs, ensuring that life-saving medications are always within reach. Specializing in portable and efficient medication storage, 4AllFamily designs products that help people maintain their health and independence, whether at home or on the go. By focusing on convenience, safety, and accessibility, 4AllFamily aims to enhance the quality of life for individuals managing chronic conditions.

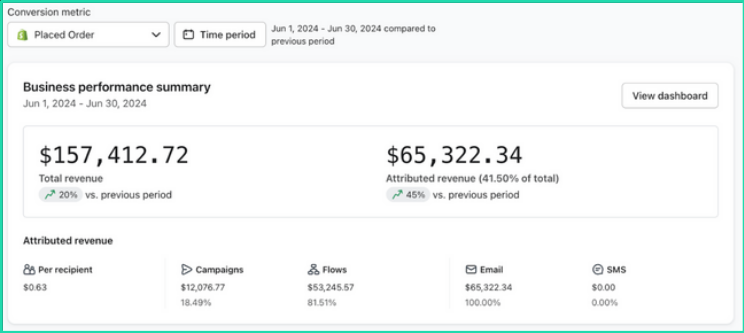
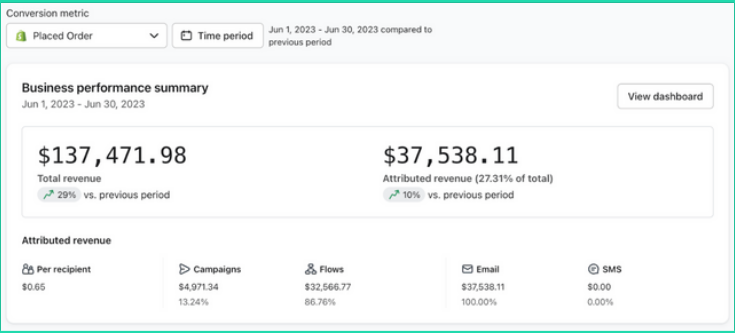
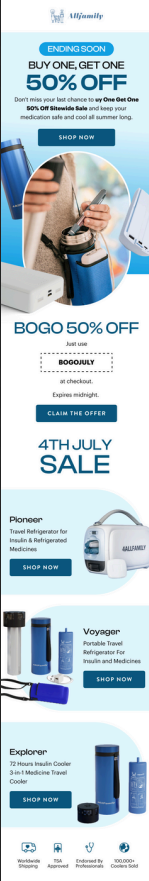


## RESULTS

**\$434.21K**  
Attributed Rev

**21.5%**  
Increase In Campaign Open Rates

**50%**  
Increase In Attributed Rev



## 4AllFamily's Problem

The brand is managed by a two person team and primarily focuses on Amazon on their main selling channel. Bringing Cracked Retention in as their email experts to manage their already healthy account presented a challenge to look for incremental revenue opportunities of which two were apparent, outdated flows and flow strategy and a lack of campaign strategy and cadence.

## The Solution

Tacking the outdated flow strategy resulted in a full rebuild that meant implementing a conversion-focused strategy focused on best practices to increase the conversions per recipient as this would yield stronger results long-term with an increase in deliverability. This increase in deliverability came as a result of a campaign strategy centered around doubling their monthly email campaign volume from 4 to 8 and using an engagement-based segmentation strategy that would increase email engagement and lead recipients lower down the funnel.

## The Results

Through an increase in campaign sending paired with a conversion-based strategy approach to the revamp of their flows the account saw incremental gains over the course of a year leading to a 50% increase in revenue attributed to email (27% - 41%). Open rates for campaigns jumped from 38.5% to hovering around a very healthy 60% signifying success through the engagement-based segmentation strategy.



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