

THE EMAIL COMEBACK

REVIVING AN EMAIL CHANNEL FOR A WELL ESTABLISHED AMAZON BRAND



GOALS



Capitalize on the lack of campaign sending that was leaving their list unengaged

1



Increase share of revenue coming from their email channel

2

About Body Restore

Body Restore transforms everyday routines into luxurious self-care moments with innovative, high-quality shower steamers. Specializing in aromatherapy and natural wellness solutions, Body Restore harnesses the power of essential oils and natural ingredients to help individuals relax, rejuvenate, and feel their best.



RESULTS

\$175.50K

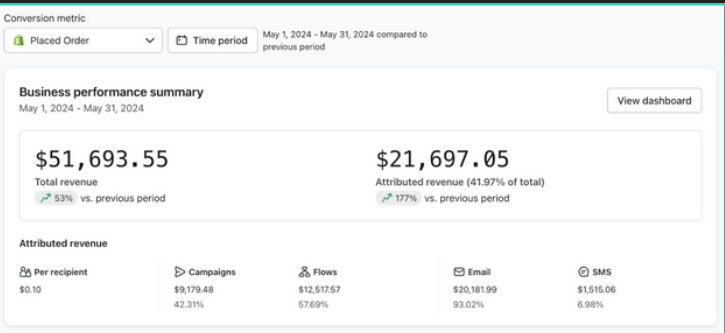
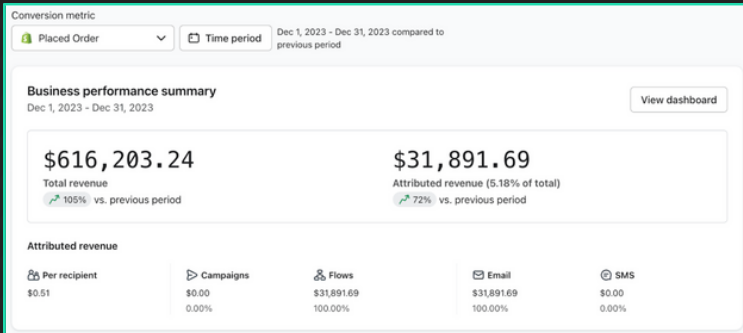
Attributed Rev

\$74.29K

Campaign Rev

42%

Peak Attributed Rev %



Body Restore's Problem

Body Restore is a heavily Amazon-based brand and puts most of its resources towards that channel as a result. The brand was looking to bring on a team to manage their email channel which had gone largely unattended and in need of a more consistent approach. Coming hot off BFCM the Kracked Retention team started work on the account in January.

The Solution

Beginning in January the Kracked Retention team did a full flow rebuild to update the brand from their old and dated strategies that had lapsed and upgraded their email designs to a new level that matched their branding. In addition the team immediately began sending 8 campaigns per month in conjunction with a engaged-based segmentation strategy that began yielding a strong ROI month over month.

The Results

Since beginning in January, Body Restore saw their attributed revenue jump from 5% in December to a peak of 42% in May. Through this period Body Restore saw a mass increase in open rates to their campaigns signaling strong deliverability and content relevance. Flow open rates dipped in April and into May as paid media was scaled back leading to less-engaged users entering their flows but is actively being countered through a conditional split approach removing inactive users that would drag down their overall engagement.



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