

CASE STUDY / EMAIL & SMS MARKETING

Mellow Diamond

Email & SMS Growth

Premium US human hair brand for women, high AOV, long buying cycles

Established premium brand / email & SMS rebuilt into a structured revenue system

\$220,630

Klaviyo attributed revenue
up 300% year over year

A case study by Malik

From newsletters to a six figure channel

\$220,630

Klaviyo Attributed Revenue / 41.79% of Total

An established premium hair brand. Email was treated as basic newsletters. I rebuilt email and SMS into a structured lifecycle system, and in the first half of 2026 it drove \$220,630 in attributed revenue, up 300 percent year over year.

FLOW REVENUE

\$151,364

↑ 174.5% YoY / automation

CAMPAIGN REVENUE

\$69,266

structured send program

AVERAGE OPEN RATE

49.5%

↑ 162.5% year over year

EMAIL & SMS SHARE

41.79%

of total store revenue

Results at a glance



ATTRIBUTED REVENUE

\$220,630

↑ 300% year over year



FLOW REVENUE

\$151,364

↑ 174.5% / automation



CAMPAIGN REVENUE

\$69,266

structured send program



AVERAGE OPEN RATE

49.5%

↑ 162.5% year over year



REVENUE SHARE

41.79%

of total store revenue



REVENUE PER RECIPIENT

\$2.97

attributed per recipient

THE HEADLINE: email and SMS went from basic newsletters to \$220,630 in attributed revenue, 41.79 percent of total store revenue, up 300 percent year over year.

Email treated as a newsletter, not a system

WHAT I INHERITED	STATE	IMPACT
Email role	Basic newsletters	Minimal lifecycle revenue
Segmentation	None	One message to everyone
Lifecycle flows	None	High intent moments lost
Product journeys	Shared	Ready to ship and made to order mixed
SMS channel	Not used	Abandonment and restock unmonetised



THE BRIEF

Make email and SMS a real revenue channel.

No reliance on discounts. Rebuild the lifecycle, segment by intent and product, and add SMS only where it earns its place.

A build brief, not a blast brief.

Before vs after, year over year

METRIC	BEFORE	AFTER	MOVEMENT
Email & SMS role	Basic newsletters	Core revenue system	TURNAROUND
Attributed revenue	Minimal	\$220,630	UP 300%
Flow revenue	Not built	\$151,364	UP 174.5%
Campaign program	Occasional	\$69,266	NEW PROGRAM
Average open rate	~19%	49.5%	UP 162.5%
Segmentation	None	Intent + product	TURNAROUND
SMS channel	Not used	Live, high intent	TURNAROUND

THE REAL PROOF flow revenue alone reached \$151,364, up 174.5 percent year over year, and email & SMS now drive 41.79 percent of total store revenue.

Six figures in attributed revenue

\$527,981

TOTAL REVENUE

\$220,630

ATTRIBUTED

41.79%

REVENUE SHARE

\$151,364

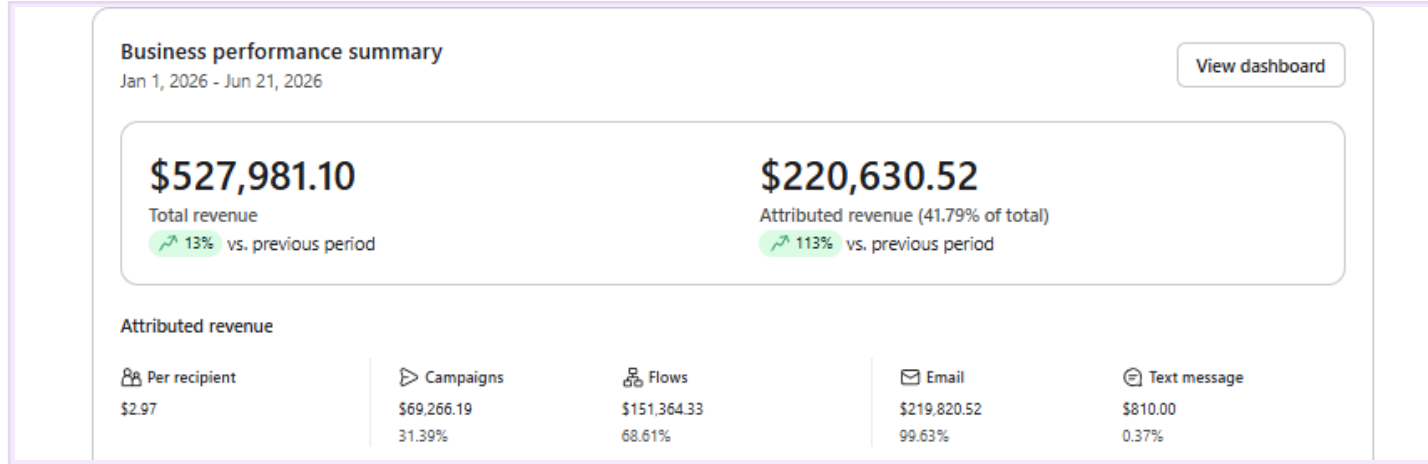
FLows

\$69,266

CAMPAIGNS

\$2.97

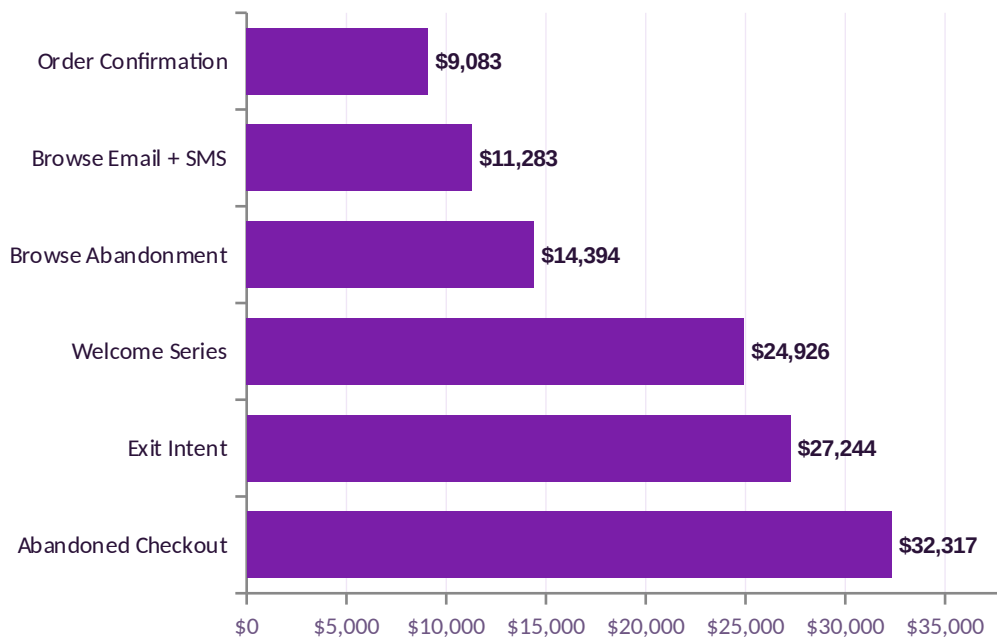
PER RECIPIENT



+113%
ATTRIB REV VS PRIOR

Klaviyo business performance, Jan to Jun 2026. Email & SMS attributed \$220,630, which is 41.79 percent of the store's total revenue.

Automated flows carry the revenue



Klaviyo attributed revenue by flow, Jan to Jun 2026



FLOW MVP

Abandoned Checkout

\$32,317 / \$16.22 per recipient

The single highest earning automation in the account.

FLOW REVENUE TOTAL

\$151,364

68.61 percent of all attributed revenue comes from automation, the sign of a healthy lifecycle.

Engagement that beats the industry

DELIVERABILITY HEALTH

49.5%

period open rate / up 162.5% YoY

4.37%

click rate / up 54.4% YoY

0.42%

bounce rate / down 70.9% YoY

\$1.41

campaign revenue per recipient / 95th percentile

Industry benchmarks View benchmarks

Last month (May 2026)

Email SMS

Message type
Campaigns

Metric	Your value	Performance	Percentile	Median
Open Rate	54.3%	Excellent	76th	43.8%
Click Rate	3.41%	Excellent	82nd	1.5%
Conversion Rate	0.163%	Excellent	81st	0.0546%
Bounce Rate	0.153%	Excellent	93rd	0.575%
Spam Complaint Rate	0.016%	Poor	18th	0.00623%
Unsubscribe Rate	0.333%	Fair	39th	0.265%
Revenue Per Recipient	\$1.41	Excellent	95th	\$0.0714

Klaviyo industry benchmarks, May 2026. Open rate, click rate, conversion rate, and revenue per recipient all rated Excellent.

What I actually built



FULL LIFECYCLE SYSTEM

Rebuilt

Newsletters to revenue engine

Every send and every flow now maps to a stage of the buying journey, not a calendar slot. Built once, runs every day.

THE FOUR MOVES THAT MATTERED

Intent and product segmentation

Separate journeys for ready to ship and made to order buyers

Full flow architecture

Abandoned checkout, exit intent, welcome, browse, post purchase, review

Trust and education led design

Branded, reassurance first emails for higher AOV decisions

Strategic SMS rollout

Live only at high intent moments, abandonment, urgency, restocks

In the founder's words

“

Working with Malik has been a genuinely great experience. Before this, email and SMS were never a real focus for us. Malik helped us set everything up properly and showed us how to actually use these channels in a way that made sense for our brand. What I appreciated most was the communication, he always explained what he was doing and why, and kept things simple and transparent. The results came naturally over time, and I am really glad we worked together.

CORY / FOUNDER, MELLOW DIAMOND

THE RESULT BEHIND THE WORDS

\$220,630

attributed revenue

41.79%

of total store revenue

49.5%

average open rate

A newsletter list, turned into a system

“Not more emails. The right emails and SMS at the right moments. That is what turned a newsletter list into a six figure channel.”

Mellow Diamond is an established premium hair brand, but email was being run as basic newsletters. I rebuilt the lifecycle from the ground up with intent and product based segmentation, a full flow architecture, trust led branded design, and a careful SMS rollout. In the first half of 2026, email and SMS drove \$220,630 in attributed revenue, which is 41.79 percent of total store revenue and up 300 percent year over year, with automated flows alone at \$151,364.

The next phase is deeper segmentation, a wider SMS layer for restock and urgency, and continued flow optimisation, so the channel compounds through retention rather than restarting every month.

VITAL STATS

\$220,630

attributed revenue

+300%

year over year

\$151,364

flow revenue

41.79%

of total revenue

49.5%

average open rate

\$2.97

revenue per recipient

CASE STUDY BY MALIK

Thank you

Want email and SMS to become a real revenue channel? This is the system I build.

Mellow Diamond

Email & SMS Case Study / Jan to Jun 2026

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Malik / E-commerce Performance Marketing