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BRANDING EMAILS INFLUENCED A YOY 452% REVENUE GROWTH

CASE STUDY EXPLAINED

Disclaimer: Due to NDA obligations, we can't disclose the brand's name, but we can share what we've done and how we affected the brand's digital revenue in case. We asked permission to publish these results under the condition of not identifying the original brand.

The brand has been working with us for three years and a half, but only in the last year and two months have they granted us access to the e-commerce email and automation process.

Up to that moment, we were working solely on other sub-brands' newsletters and regular messaging.

Previous Status: As you could expect, most of these emails were transactional and purely shopping focused. When we analysed the metrics and results, even though they had considerable profit, it seemed limited only to repeatedly pitching new or upselling products.

Hypothesis: So, we argued that it only made sense to start creating a few content value-added emails as well. This way, the Brand isn't only focusing on selling but also on caring for their customers' well-being.

Mid-Term Results: It was already evident after three months that we've started to notice a positive trend. So, we kept it going.

Implementation: Instead of just sending the same old pitching new purchases or showcasing new products, we focused on producing content marketing emails that serve the brand purpose and values.

We haven't stopped the regular ones. We just added a few more brand emails to the mix.

Examples of Topics Used:

- Why [Brand] chose to use **sustainable products** instead of getting a lower-priced product;
- Company **values** and pledges;
- Tips to **help their customers** find solutions for related topics with their products —*For instance, if the product was a sports bra, what sort of care they should do after the workout to keep it like new for a more extended period of time*;
- What's the **refund policy**, and what they should do if something arrives in not-perfect conditions;

And much more...

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Final Results: Branding and Content Marketing emails have generated a **YoY 452% increase** in digital generated revenue and overall growth of engagement through all email channels.

- **452%** YoY revenue increase;
- **167%** YoY engagement raise of all emails;
- **315%** YoY Click Through Rate increase;
- Natural customer **data enrichment** based on **segments of interest**;
- **Personalised** Campaigns based on data enrichment;
- Customer Satisfaction Surveys with **positive reviews raise**;

Final Conclusions: E-commerce brands shouldn't focus their communication channels solely on selling. Thinking about what your customer would find valuable will produce better results overall.

Final Tips: Finding how to make your customers' lives easier or solve the problems related to what your products or brand stand for will influence how they perceive your brand.

Produce content that your audience love, and all your emails will benefit from that perception.

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