

Email Deliverability & Revenue Recovery: Case Studies

I specialize in email deliverability rescue for ecommerce and mission-driven brands using Klaviyo and Mailchimp. Below are three recent projects where I've taken clients from struggling email programs to high-performing revenue and outreach channels.

Case Study 1: Nonprofit Organization - Domain Reputation Repair

Challenge:

Domain reputation rated "Bad" in Google Postmaster Tools. Open rates consistently below 15% (sometimes below 10%). Emails landing in spam, severely limiting community engagement and fundraising effectiveness.

Solution:

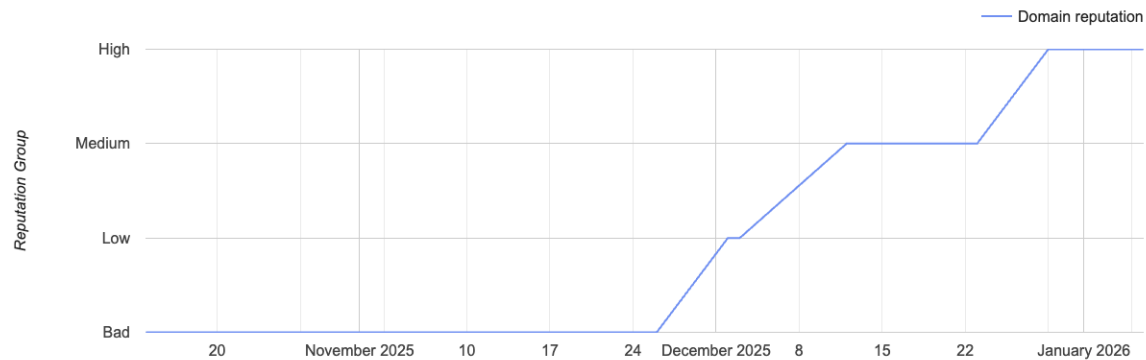
- Conducted comprehensive deliverability audit identifying poor domain reputation as root cause.
- Implemented warming strategy on parent domain while resolving technical infrastructure issues.
- Set up dedicated sending subdomain for long-term email health
- Executed structured warming protocol across both domains with strategic segmentation.

Results:

- Parent domain reputation recovered from "Bad" to "High" in 6 weeks
- New sending subdomain established at "High" reputation
- Open rates increased to consistently over 40%, click rates above 1%
- Created sustainable dual domain infrastructure for ongoing communications. '

Timeline: 6 weeks

Domain Reputation [?]



Client Feedback:

"Within a couple months our open and click rates more than doubled. Natalya is incredibly knowledgeable and made well-grounded recommendations throughout the process. She even managed sending on our behalf during the first fragile weeks. We're now well set up to keep growing our list."

– Madeline, Civic Joy Fund

Case Study 2: Ecommerce Brand - Welcome Flow Recovery

Challenge:

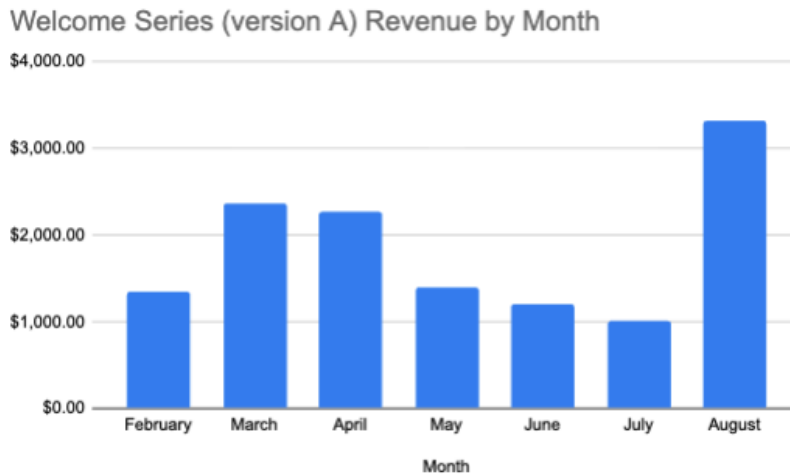
Welcome flow open rates at 9.47%, significantly below industry standards. Low engagement and declining revenue despite consistent subscriber growth. Poor inbox placement, particularly with Gmail (the largest email provider).

Solution:

- Conducted comprehensive deliverability audit identifying content triggers and inbox placement issues
- Rebuilt welcome flow with clean templates and optimized messaging
- Implemented platform-specific strategy to address Gmail deliverability challenges
- Applied split-sending approach for ongoing campaigns to maintain inbox placement

Results:

- Gmail open rates increased from 9.47% to 48.68%
- Welcome flow revenue **tripled** within 30 days (from \$1,002 in July to \$3,056 in August) following deliverability optimization.



Timeline: 30 days

Client Feedback:

"Oh wow! These numbers are amazing! Great job!!"

-Mary, Baltic Essentials

Case Study 3: Health & Wellness Brand - Reputation Recovery & Sustainable Growth

Challenge:

Domain reputation at "Bad" when engagement began. Frequent volatility and inconsistent inbox placement. History of sending patterns that had damaged sender reputation. Weekly communications were landing in spam.

Solution:

- Diagnosed root cause of reputation damage (list quality, sending practices)
- Implemented strict engagement-based segmentation strategy

- Shifted to consistent, value-focused content schedule
- Monitored metrics closely over several months, making ongoing adjustments
- Maintained disciplined approach despite fluctuations during recovery period

Results:

- Domain reputation recovered from “Bad” to “High” over 7-month period
- Achieved stable High reputation by January 2026 (see chart)
- Overcame ongoing volatility to reach sustained inbox placement
- Established long-term sustainable email practices to boost engagement and revenue.

Timeline: 7 months (July - January)

Domain Reputation ²

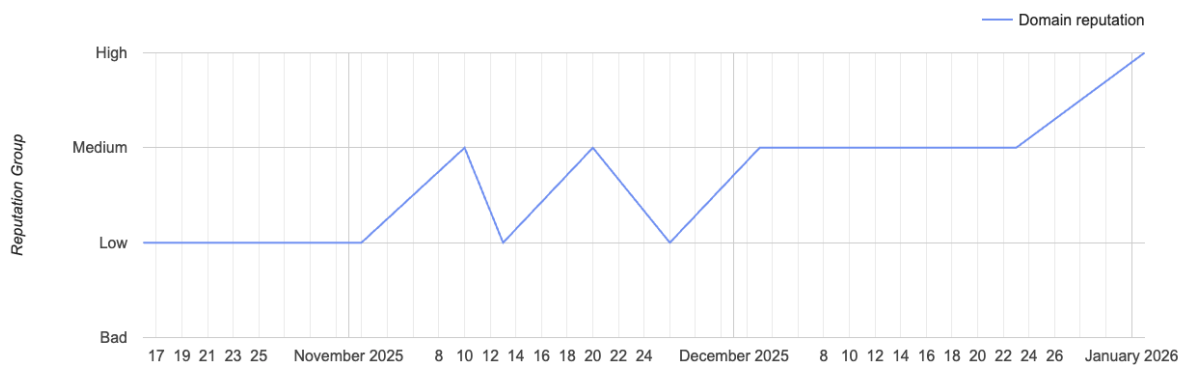


Chart note: Domain reputation recovery journey showing progression to sustained High status (initial "Bad" rating not captured in screenshot - Google Postmaster Tools only shows data back 120 days)

Natalya Apostolou
Email Deliverability Specialist