Case Study from XXXX

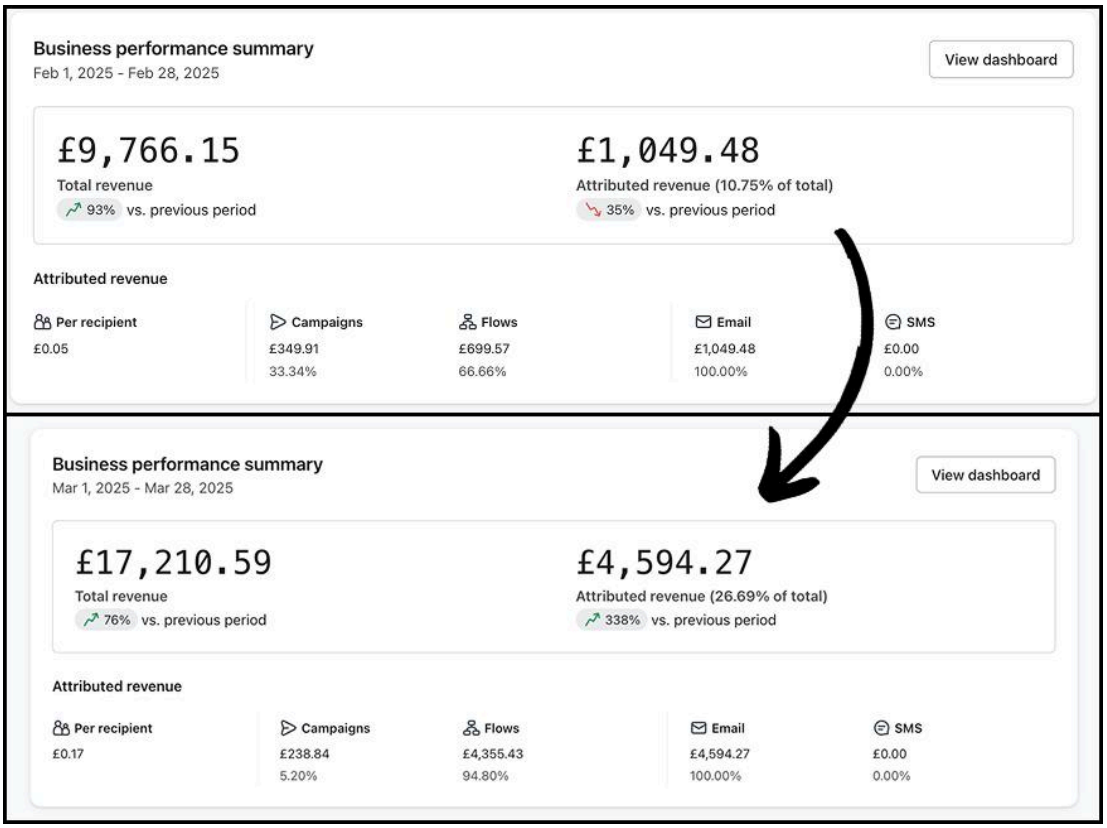
I just nearly 5x their email revenue in just 28 days.

Hi it's Kevin from InboxMafia.

I don't get it why most people still don't believe in email marketing.

Read the header again, 5x in 28 days. **From £1k to £4.5k.**

Here is the full breakdown:



Background:

So this brand was coming to me because I shared so much value on X, so they were convinced WE ARE THE BEST.

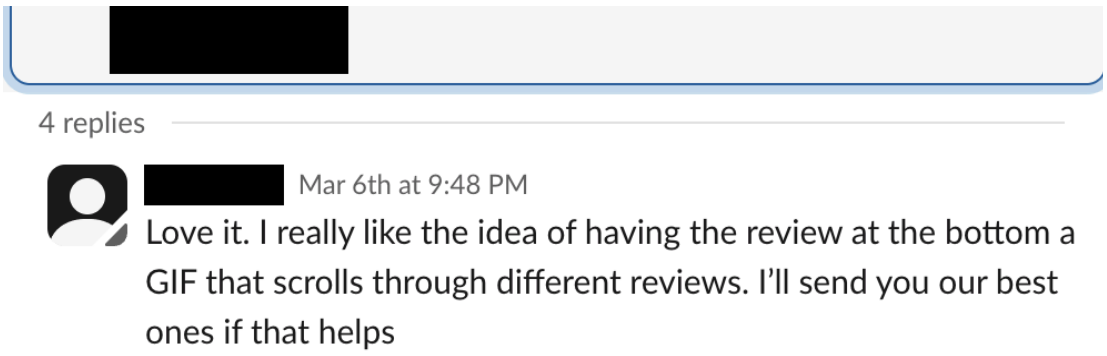
Call planned, call done, Audit planned, Audit done, Second Call:

There email chanel was underperforming
Just 1k/mo from emails → 10.75% of total revenue.
Email campaigns doing mostly zero money.
Low list growth.
Just some automations.
Wrong flow triggers.

I was hyped up!

They were a little bit skeptical of working with us because they wasn't sure if the investment is worth it, and what if the loose money.

So I gave them an deal, I would never do again 😂
We moved forward.
28 days later and we crushed it.



Our Process For Scaling Their Brand

First Week
SignUp Forms, (Footer was missing)
General E-Mail Design Idea & Templates
Campaign Calendar for the full month (2x per week was enough considering the list size)
Also Copy & Design for the campaigns already
Segmentation

Second Week
More A/B Testing for SignUp Forms (Timing, Exit Intent, Scroll, Copy, Design, Offer)
Cart & Checkout Abandonment Flow first (They make the most money)
Site & Browse Abandonment Flow (Were missing, so easy money)
Getting slowly data & seeing what is working and what not

Third Week
Full Focus on the Welcome Flow (5 Emails, Founder Story, Offer, Testimonials ..)
More A/B Testing also in the Flows
For Open Rate → different SL's
For Click Rate → different Copy & CTAs
And more A/B Testing on the SignUp Form
Btw here we already doubled the revenue

Fourth Week
Winback Flow
New Campaigns Calendar for next month
Copy & Design for these campaigns
Extra: SALES Campagin

Extra: 1st April Fool Campaign

And that’st not the end ..

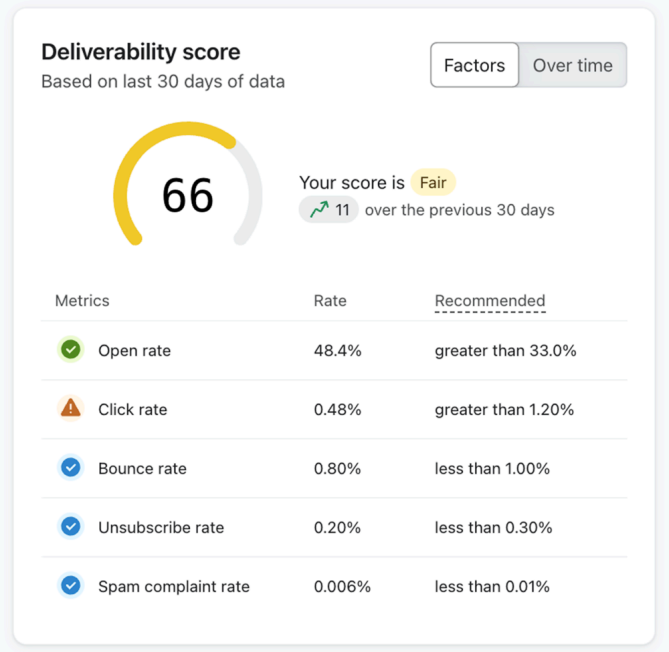
First Unlock 🔓

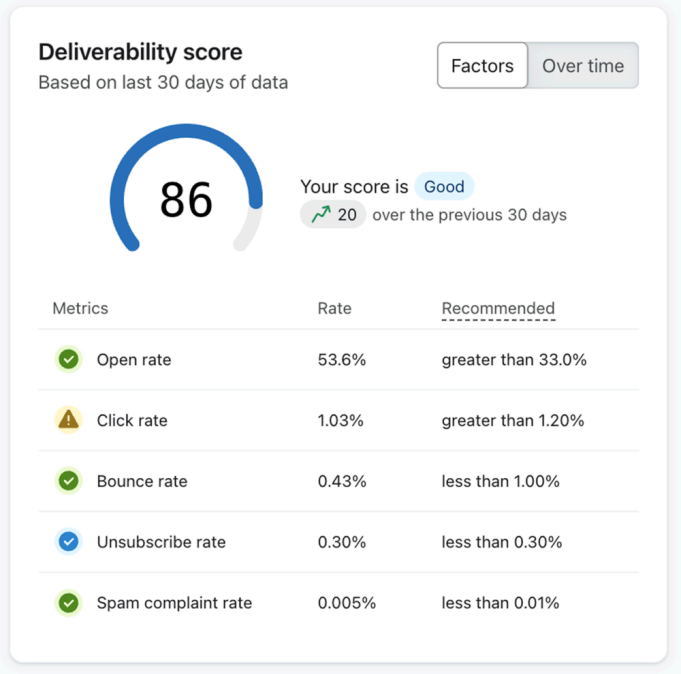
One of our first action items was to improve the deliverability because some email only had 30% open rate or even less.

As you can see now the average open rate is 54% overall, that’s what you should aim for.
The unsubscribe rate is a little bit harder to get it down now because as we start to sending out more campaigns, more people will unsusbcrobe until we find the bottom.

20% better open → 20% more money, easy game with the right segementation, exclude the right people and 10/10 subject lines.

Screenshots ⬇️





Second Unlock 🔓

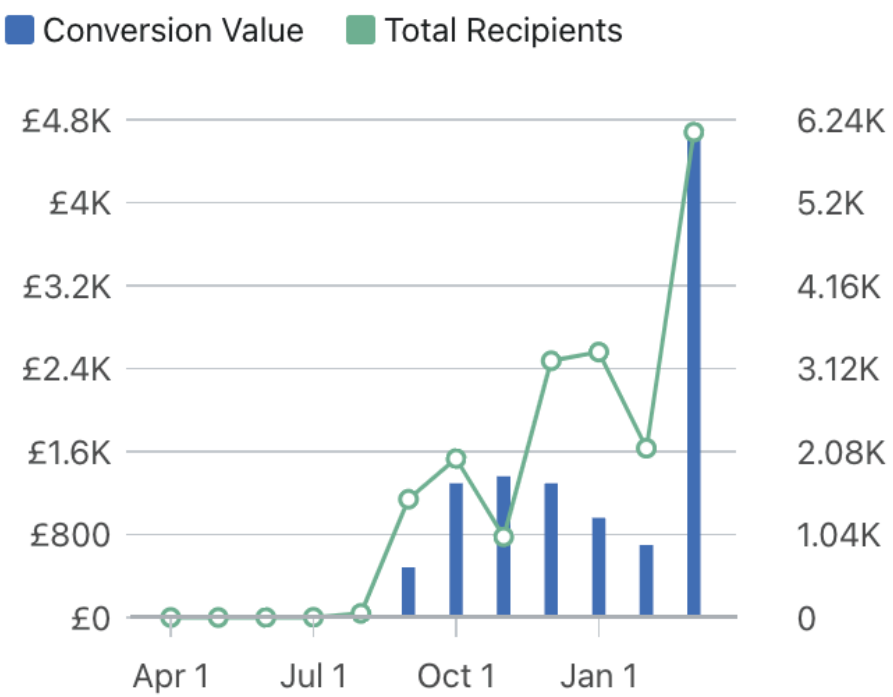
Optimizing & fully building an the flows. Flows are the automated emails that we send whenever someone takes an action on your site or with your emails.

<u>What we have set up and are continually optimizing:</u>

Welcome Flow
Site Abandon Flow
Browse Abandon Flow
Cart Abandon Flow

Checkout Abandon Flow
Post Purchase Flow
Winback Flow
Sunset Flow

I think it's clear when we joined right? ⬇️



These Results Could Be Yours If You Work With InboxMafia

Our full email marketing service will blow your ecom store.
Why? **We make you & your audience an offer they can't refuse.**

This is just one of endless success stories and that's the reason we have a 99% client retention rate.
(Till today: Just left, because he closed his store, so somehow 100% I guess)

So it's now on you to find out for yourself why that's the case.
We just reopened our calendar for limited spots, so you can speak directly with me (not some random salesman).

Let's chat.
Book A Call And Start Scaling Your Ecom Brand »