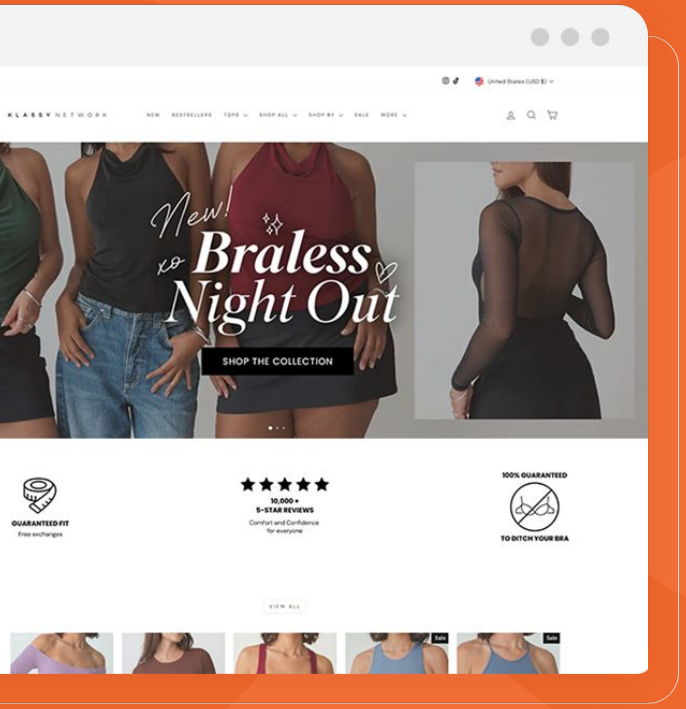
CASE STUDY

RETAIL

# How We Generated $47k in Profit With a Single Email Campaign for Klassy Network

SINGLE GRAIN & KLASSY NETWORK




# The Challenge

**The Klassy team would send out emails regularly to their past clients alerting them to the new sales, but they didn't actively solicit emails to build their internal lists. Emails only contributed a small percentage of their overall sales volume.**

**During their July 4th sale, one of their biggest of the year, they only had 33 purchases from emails in the first day of the sale according to GA4.**

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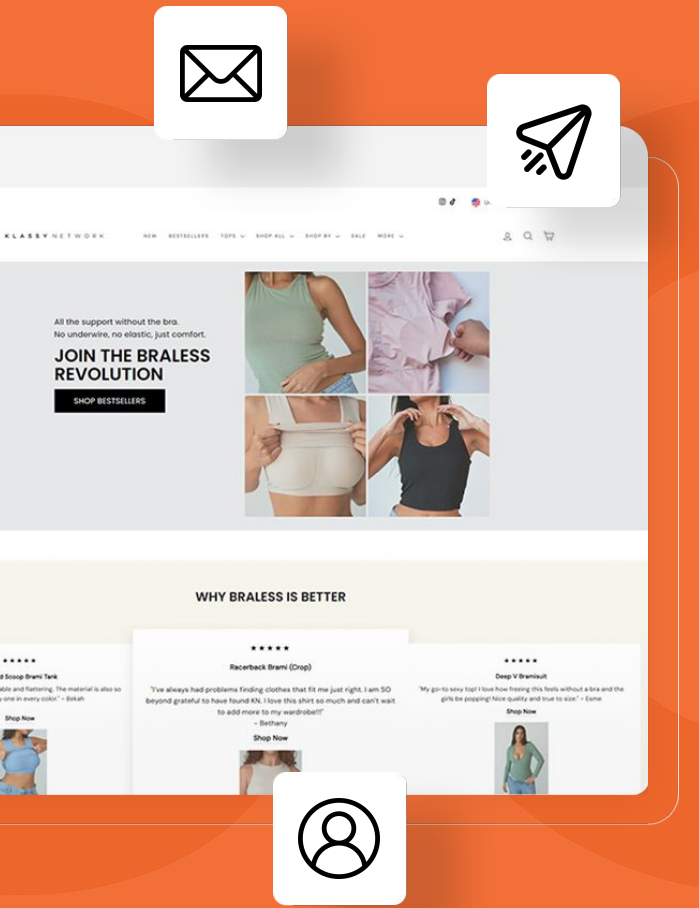


# The Challenge

**We wanted to help the Klassy team build their email lists to boost their next sale, but also to build lists for the all future sales, since once you gather the interested party's email, you can continue to email them without having to pay for their contact information again.**

**Essentially, by paying once for an email you can grow future profits without additional cost.**

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# Aside

**With tracking getting messier for companies, it's important to have a plan to collect your own first party data to help feed the algorithms for Meta, Google, Microsoft, TikTok, etc.**

**The more data you have, the better.**

# Our Goal

## Help The Klassy Team Build Their Email Lists

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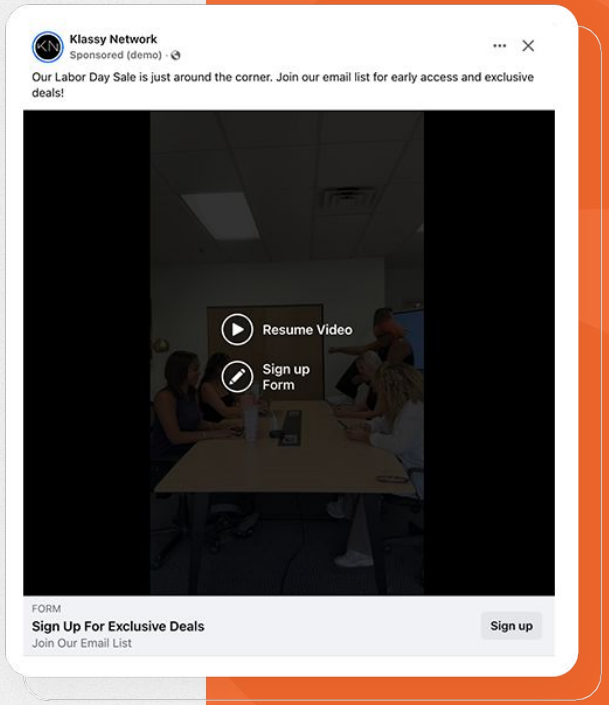
# The Process

**In August, ahead of the Labor Day sale at the end of the month, we launched a Meta campaign to collect emails on 8/26.**

**This campaign was set up to collect emails on-platform and easily sync to their CRM to make the lift low for the client for obtaining more first party data.**

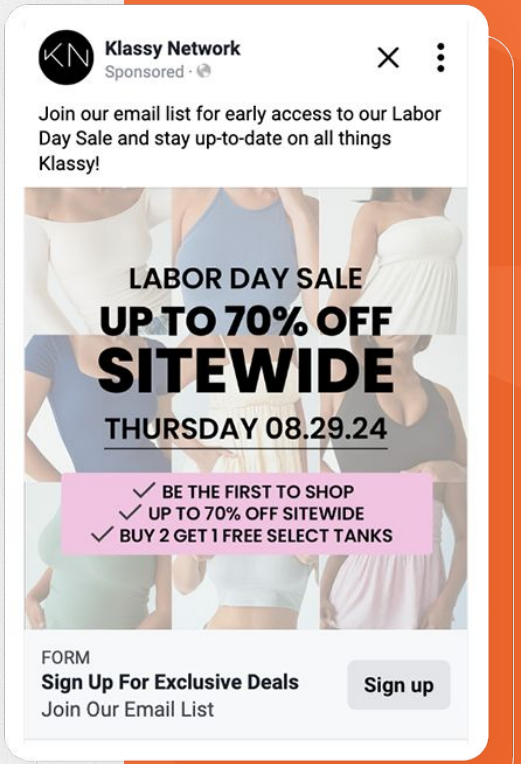


# The Results

**When the sale started on 8/29, we had collected 656 new emails for a cost per email of $1.70. On 8/29, the number of purchases from email went from 33 in July for the July 4th sale, to 185!**

**After 8/29, we saw a halo effect for these leads and continued to see over 500 purchases from email throughout the duration of the sale, leading to over $48k in revenue*, for only $1,115.20 in spend before the sale.**

*revenue data from GA4

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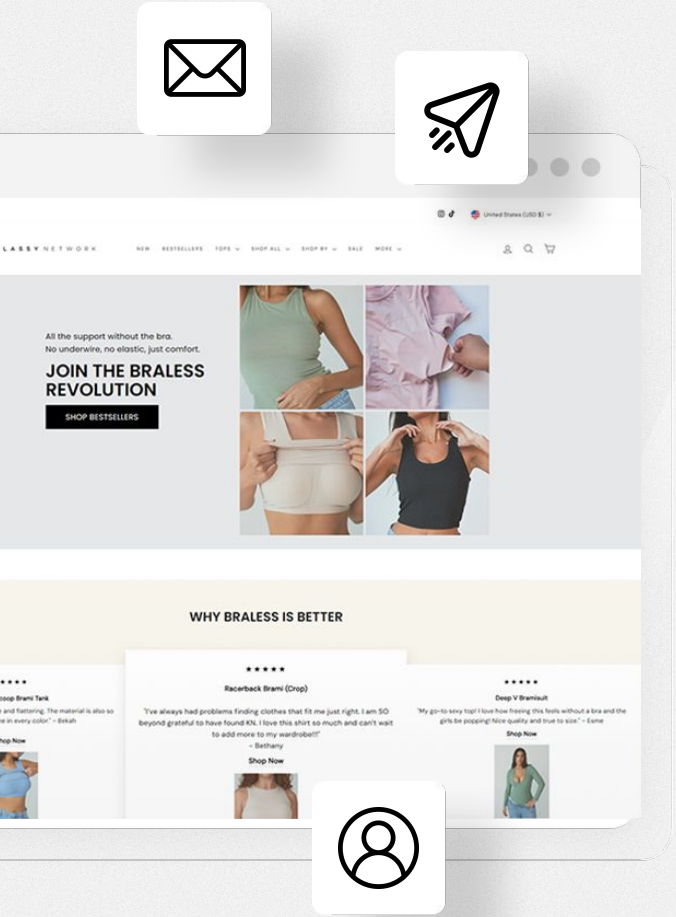
# Thank You




CASE STUDY eComm

# How We Boosted Sales with a Meta Email Campaign for Klassy Network

The Klassy team would send out emails regularly to their past clients alerting them to new sales, but they didn't actively solicit emails to build their internal lists. Emails contributed only a small percentage of overall sales volume.

In August, ahead of the Labor Day sale, a Meta campaign was launched. The campaign was set up to collect emails on-platform and sync to their CRM, making the lift low for the client in gathering more first-party data.

On the day the sale started, we had collected 656 new emails. The email purchases jumped from 33 in July to 185, with over 500 purchases from email throughout the sale, leading to over $48k in revenue from $1,115.20 in spend. We have continued this strategy ahead of other drops due to the success we saw for the Labor Day drop.

**$1.1K+**
overall
in spend

**$48K+**
overall
in revenue

**4212%**
Return on ad spend

**500**
purchases
from emails