

CASE STUDY

RETAIL

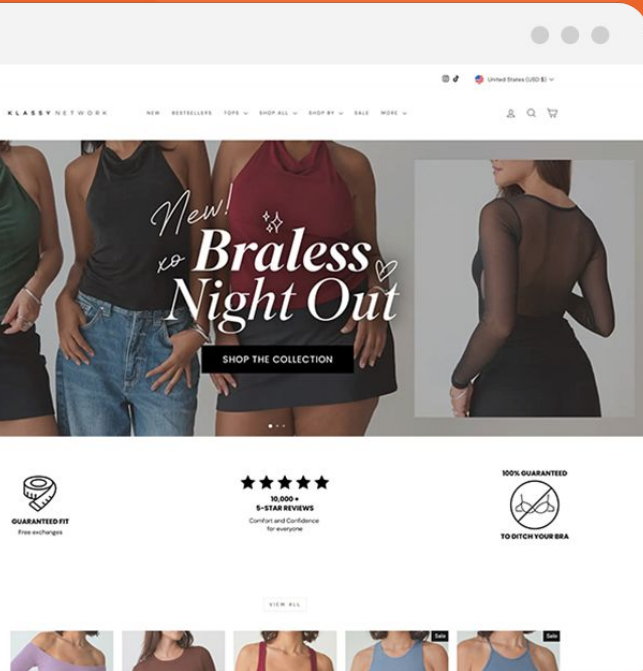
# How We Generated \$47k in Profit With a Single Email Campaign for Klassy Network



# 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.





KLASSY NETWORK

NEW BESTSELLERS TOPS SHOP ALL SHOP BY SALE MORE



All the support without the bra.  
No underwire, no elastic, just comfort.

**JOIN THE BRALESS  
REVOLUTION**

SHOP BESTSELLERS



WHY BRALESS IS BETTER

\*\*\*\*\*

**Deep V Braless**  
"I've always had problems finding clothes that fit me just right. I am SO beyond grateful to have found KN. I love this shirt so much and can't wait to add more to my wardrobe!"  
— Bethany

Shop Now



\*\*\*\*\*

**Racerback Braless (Drop)**

"You always had problems finding clothes that fit me just right. I am SO beyond grateful to have found KN. I love this shirt so much and can't wait to add more to my wardrobe!"  
— Bethany

Shop Now



\*\*\*\*\*

**Deep V Braless**

"My girls are tiny too! I love how strong this feels without a bra and the girls be popping! Nice quality and true to size!"  
— Lane

Shop Now



# 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.**

# 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

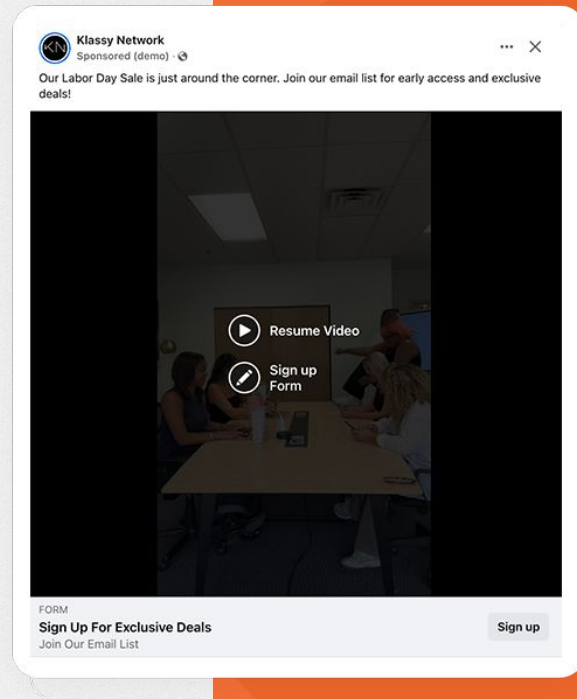
## Help The Klassy Team Build Their Email Lists



# 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

A screenshot of a sponsored social media post from Klassy Network. The post features a background image of women in athletic wear. The text in the post reads: 'LABOR DAY SALE UP TO 70% OFF SITEWIDE THURSDAY 08.29.24'. Below this, a pink box contains three bullet points: '✓ BE THE FIRST TO SHOP', '✓ UP TO 70% OFF SITEWIDE', and '✓ BUY 2 GET 1 FREE SELECT TANKS'. At the bottom, there is a 'FORM' section with the text 'Sign Up For Exclusive Deals Join Our Email List' and a 'Sign up' button.

**Klassy Network**  
Sponsored · 🌐

Join our email list for early access to our Labor Day Sale and stay up-to-date on all things Klassy!

**LABOR DAY SALE**  
**UP TO 70% OFF**  
**SITEWIDE**  
**THURSDAY 08.29.24**

- ✓ BE THE FIRST TO SHOP
- ✓ UP TO 70% OFF SITEWIDE
- ✓ BUY 2 GET 1 FREE SELECT TANKS

FORM  
**Sign Up For Exclusive Deals**  
Join Our Email List [Sign up](#)



# Thank You

 SINGLE GRAIN & 





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

