

Goals:

Traditionally one of the best-performing channels for e-retailers, the returns from email marketing for TDot Performance had become stagnant. They needed a strategic partner who could revamp their email marketing, creating new campaigns and optimizing existing ones.

TDot Performance engaged Your Marketing People to evaluate their email marketing on the whole, and pinpoint opportunities for revenue growth.

Stats:



72%

REVENUE INCREASE FOR
OVERALL CHANNEL



175%

REVENUE INCREASE FOR
HOLIDAY CAMPAIGNS



37%

REVENUE INCREASE FOR
PRODUCT PROMO EMAILS



106%

REVENUE INCREASE FOR
ABANDON CART EMAILS

Results:

During the first year of partnering with Your Marketing People, TDot Performance saw a 72% overall increase in revenue from their email marketing. This growth was accomplished through identifying quick win opportunities:

- Abandoned Cart Emails - By adding a promo code and dynamically inserting items from the shopper's cart, Your Marketing People drove a 106% increase in revenue.
- Holiday Campaigns - Your Marketing People unlocked new revenue from holiday campaigns by restyling the emails for a 175% revenue lift over the previous holiday season.
- Promotional Emails - Your Marketing People switched product promotion emails to a more consistent schedule. These send time optimizations improved revenue by 37%.

To continue to increase returns, Your Marketing People plans on leveraging marketing automation tools (like Hubspot) to take advantage of customer segmentation.



Since Your Marketing People has taken over email marketing, revenue for this channel has increased with an almost 90% increase in transactions. It's now one of our largest drivers of sales!

I could not be more thrilled with their performance and enjoy working with them tremendously.



- Charith Perera,
CEO of TDot Performance