Crafty Holiday Helper Increased Their Email Revenue by 220% and Achieved a 2780% Monthly ROI with Customized Flow Strategies

About

Crafty Holiday Helper is an eCommerce brand that offers unique holiday kits designed to create lifelong magical memories. Their product line features an array of holiday kits such as Christmas Elf Adventure Kit, Summer Kit, and Back to School Party Box.

The Problem

Despite having a strong inbound traffic strategy, Crafty Holiday Helper did minimal email marketing and lead capture. Capturing leads at the right time was crucial for boosting conversions, marketing holiday kits year-round, and increasing engagement and repeat purchases.

The Strategy

Personalized Email Flows

Unlike typical eCommerce brands that usually enlist a single set of core flows across all products, new flows were constructed for each of the holiday products.

High-Frequency Email Campaigns

Multiple email campaigns were executed per week during the short marketing window to maximize engagement and conversions.

Branded Holiday Kit Popups

11 Agency implemented branded pop-ups on product pages to reinforce the holiday theme and enhance the customer's experience.

Rapid Campaign Optimization

11 Agency continuously measured KPIs and optimized campaign emails to achieve the best possible results.

The Results

↑ **220%** Increase
in Email Attributed Revenue

↑ **138%** Increase
in Open Rate

↑ **117%** Increase
in Click Rate

↑ **2,780%** ROI
Monthly Average