

GoodFor Co Increased Their Revenue Per Recipient by 600% Through a Revamped Email Program



About

The Goodfor Company prioritizes clean water for every home. Founded on the belief that families deserve better than questionable tap water, they offer a variety of water filtration systems — from faucets and showers to whole-house solutions. Their mission extends beyond products, providing educational resources to empower informed choices about water quality and health.

The Problem

The GoodFor Company approached 11 Agency to fully manage their retention program. Their existing lifecycle flows and campaigns were inconsistent and unaligned with brand guidelines. With limited bandwidth for execution, they needed a true partner to understand their business and convert prospects into paying subscribers for product replacements.

The Strategy

Empowered Informed Decisions with Lifecycle Flows

To connect with The GoodFor Company's customers, 11 Agency designed targeted lifecycle flows to educate buyers and foster loyalty with engaging content.

Signups and Boosting Conversions

11 Agency designed popups that offer irresistible incentives for subscribing. This approach kept a steady stream of potential customers entering our nurturing programs.

Made Purchasing Easy with Targeted Campaigns

A comprehensive email calendar ensured timely, relevant campaigns, strategically guiding customers through their purchasing journey.

Continuous Tweaks & Improvement

Every email aspect, from subject lines to CTAs, was A/B tested. Continuous optimization revealed trends, driving impactful results and growth.

“Wanted to give a huge shout-out to 11 Agency for revamping our entire email program from start to finish. We've seen over a 200% increase in email revenue and we're also seeing a huge increase in our open rate and our click rate. Not only are the results amazing, but they're so easy to work with. The Slack channel that they set up is so convenient. The entire process of approving emails and sharing campaigns is seamless.”



Lauren Melzer
Brand Marketing Director at The GoodFor Company

The Results

↑ **99%**
Increase
in Open Rate

↑ **189%**
Increase
Email Attributed Revenue

↑ **51%**
Increase
in Click Rate

↑ **600%**
Increase
Revenue Per Recipient

