

The Email Makeover That Increased SimplyMDRN's Revenue by 211%



The Problem

SimplyMDRN approached 11 Agency to overhaul their email flows and manage their retention strategy. Frustrated with inconsistent branding and ineffective retention from previous agencies, they lacked a cohesive strategy, hindering customer engagement and loyalty. This unsustainable situation prompted them to seek expert assistance for a turnaround.

The Strategy

Pre-Conversion (PRE) Flows

11 Agency created five lifecycle flows to drive maximum revenue. Each flow engaged potential buyers with compelling content and strong calls to action.

Post-Conversion (POST) Flows

To extend CLV, personalized cross-sell emails were developed based on previous purchases, recommending complementary products and new arrivals.

Personalized Email Campaigns

Personalized email campaigns were sent twice a week, featuring product highlights, user-generated content, seasonal promotions, and exclusive offers. By segmenting the audience, we ensured each email resonated with its recipients, driving repeat purchases.

“Prior to having 11 Agency, email was all over the place. I had tried a few other agencies and had very bad experiences. Then I tried a few freelancers and that really didn't stick. Eventually, we worked together for over a year and throughout that time, until now, our email marketing has improved drastically. I liked everything about it. It was very hands-off, making it stress-free and exactly what I needed!”

Ahmed

Founder, SimplyMDRN

The Results

↑ **92%**
Increase
in Open Rate

↑ **211%**
Increase
in Email Revenue

↑ **73%**
Increase
in Click Rate

↑ **394%**
Increase
in Email Attributed Revenue

