Teespring's Strategic Email Marketing Yields 11,150% ROI


About

Teespring is an American company operating a commerce platform that allows creators to make and sell custom products. Its popular YouTube merch shelf integration in 2018, and subsequent integrations with other social channels, allowed many creators to start selling directly below their video content. In 2021, Teespring rebranded as Spring. The company has raised $61.9 million from notable venture firms, including a16z, Khosla Ventures, and Y Combinator.
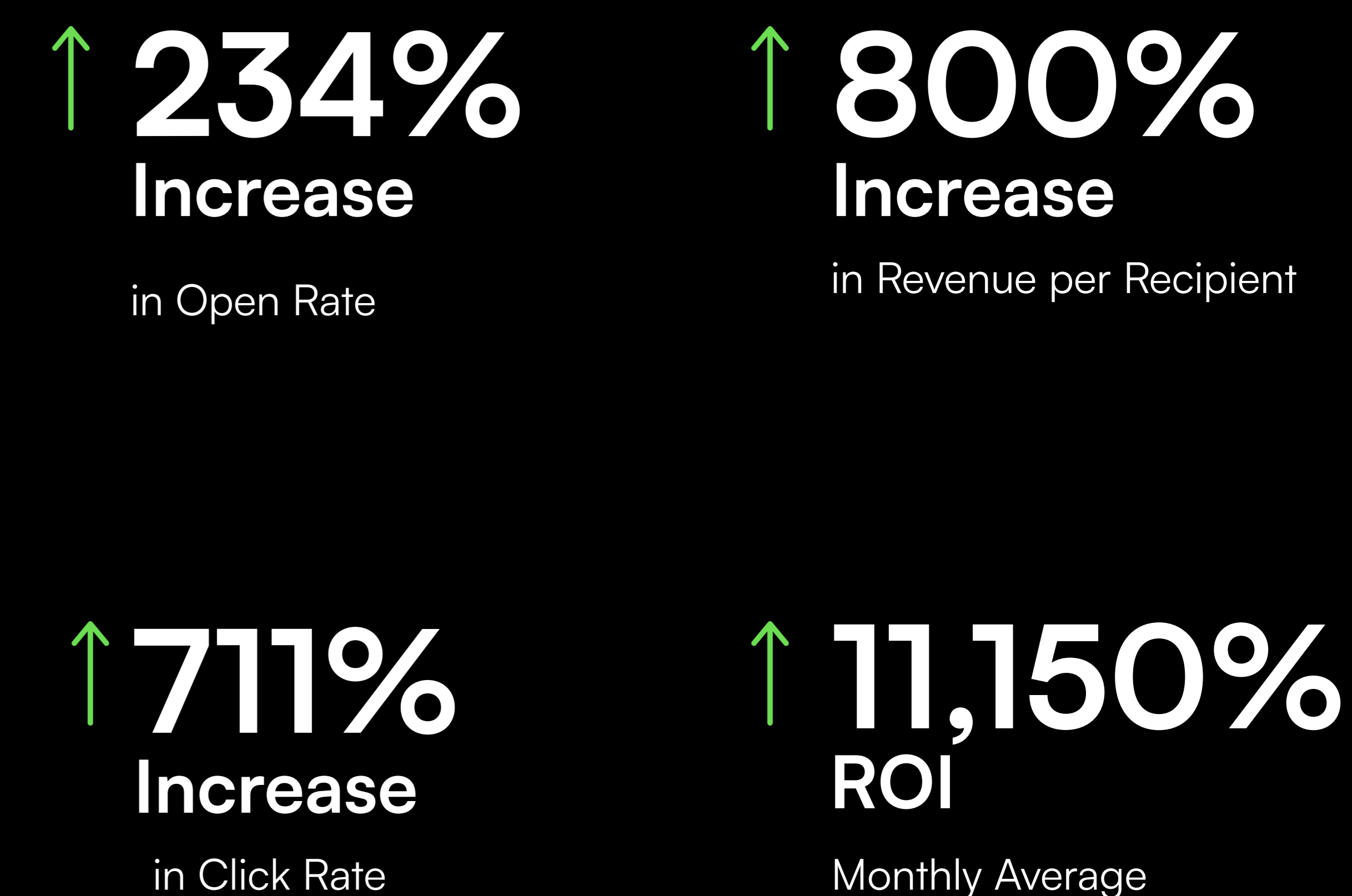
The Problem

Following their rebrand, Spring approached us for advice on addressing email marketing for their top creators. Spring had a massive creator list, with a handful of top creators driving the majority of revenue. They wanted to extract more revenue from each creator's audience by leveraging collected emails at checkout. Additionally, they wanted a holistic email marketing approach for both top and average creators on their platform.

The Strategy

Tier 1: Top Creators

Regular Campaigns and Core Flows

Implemented a regular campaign schedule and core flow buildouts for each top creator.

Continuous Optimization

Worked closely with each creator's DAM (Dedicated Account Manager) at Spring for feedback and performance optimization.

Tier 2: Middle-Sized Creators

On-Call Campaigns

Sent campaigns on an "on-call, a la carte" basis, whenever requested by Spring or the creator's team.

Custom Properties and Templates

Used custom properties in Klaviyo to create personalized core flows and custom coded templates, working directly with Spring's technical team.

Tier 3: General Creators

Cross-Selling Focus

Created custom coded templates for campaigns and flows, focusing on cross-selling existing products due to less frequent new product launches.

Mass Impact Strategy

Leveraged the combined audience of thousands of general creators to generate significant revenue.

The Results

↑ 234% Increase in Open Rate

↑ 800% Increase in Revenue per Recipient

↑ 711% Increase in Click Rate

↑ 11,150% ROI Monthly Average