

# The Pretzel Company **Doubles Email Revenue** and **Get 1,490% ROI** with Strategic Email Overhaul



## About

Hailing from York County, PA, the snack food capital of the world, The Pretzel Company is an eCommerce brand founded by two brothers with a lifelong affinity for food and baking. They are known for their freshly-baked soft pretzels that can be delivered straight to your doorstep!

## The Results



## The Problem

Before partnering with 11 Agency, The Pretzel Company was using various freelancers overseas for their email marketing. The design and copy were subpar, and there was no coherent strategy. Frustrated with the quality, they sought a comprehensive revamp of their Klaviyo account, including full management, multiple weekly email sends, core and advanced flow buildouts, pop-ups, and optimization.

## The Strategy

### Frequent Campaign Sends

Multiple campaigns were sent weekly to keep The Pretzel Company top of mind for customers and drive repeat purchases.

### Advanced Flow Buildouts

In addition to core flows, advanced flows were developed to increase LTV, garner subscriptions, and boost MRR.

### Educational Campaigns for Non-Customers

Campaigns educated non-customers about The Pretzel Company's origins and enticed them with irresistible offers.

### Comprehensive Klaviyo Management

Full management of Klaviyo account ensured consistent email marketing efforts. Pop-ups were also created to capture leads and drive conversions.

