


Revamped Email and SMS Strategy Drives **135% Increase** in Email Attributed Revenue for dogIDs



About

Founded in 2005 by Clint and Lori Howitz, dogIDs enhances the lives of dogs and their owners through premium, personalized products like high-quality, laser-engraved tags, collars, harnesses, and leashes.

The Problem

A few weeks before Black Friday and Cyber Monday (BFCM), dogIDs reached out to 11 Agency for a complete overhaul of their email and SMS marketing. Dissatisfied with previous agencies' poor copy, design, KPIs, and revenue, they sought to revamp all flows and signup forms while improving messaging across all channels.

The Strategy

Comprehensive Campaign Calendar

A robust campaign calendar was strategically developed in record time, ensuring readiness for the biggest shopping week of the year.

Rapid Campaign Deployment

Email campaigns were deployed within 48 hours, driving significant revenue growth.

Redesigned Signup Forms

Signup forms were redesigned for both desktop and mobile, enhancing user experience and conversion rates.

New Lifecycle Email Flows

Over 10 new on-brand lifecycle email flows were implemented, replacing outdated ones to boost engagement and retention.

Swift Preparation for BFCM and Ongoing Management

Swift and strategic preparations ensured dogIDs was optimally positioned for BFCM, with ongoing management to maintain and enhance marketing impact post-event.

“They’ve exceeded my expectations. The owner has an entrepreneurial mindset which cascades down to the rest of his team. The interactions I have had with the team at 11 Agency have always felt friendly, professional, and genuine. I trust them to get done what they say they will by the time they say they will.”



Clint Howitz
Founder and CEO of dogIDs

The Results

