

Bankroll Coffee Sees **192% Email Revenue Increase** After a Strategic Email Revamp



About

Founded by finance influencer Graham Stephan, Bankroll Coffee offers fresh, high-quality coffee at an accessible price. They source ethical beans, roast in small batches, and provide a budget-friendly way to enjoy premium coffee at home.

The Results

↑ **134%**
Increase
in Open Rate

↑ **192%**
Increase
in Email Attributed Revenue

↑ **48%**
Increase
in Click Rate

↑ **93%**
Increase
Email Revenue

The Problem

Bankroll Coffee urgently needed 11 Agency's help to fix their email marketing. They lacked subscriber communication, missing engagement opportunities, and a cohesive brand image. Without targeted campaigns, converting subscribers into loyal customers was a struggle. Limited resources and time led them to seek expert guidance.

The Strategy

Cohesive Branding and Regular Campaigns

11 Agency developed a consistent, branded email template and established a campaign calendar to send regular, high-quality emails, resulting in professional communications and ongoing engagement.

Analytics and Continuous Optimization

A detailed analytics and performance tracking were set up to continuously optimize email campaigns and provide insights for ongoing improvements and ensure impactful results.

Advanced Segmentation and Personalized Content

Advanced segmentation techniques were employed and content was tailored based on the customer lifecycle journey, converting subscribers into paying customers by meeting their specific needs and preferences.

Execution and Resource Management

11 Agency took over the execution and management of the email strategy to alleviate internal resource constraints and ensure a consistent and effective approach to email marketing.

