

Lume Cube Achieves 234% Revenue Growth with a Cohesive Email Strategy



About

Lume Cube cuts through the darkness for creators. Offering a range of portable and studio lighting solutions, they empower photographers, videographers, and anyone else working with visuals to conquer low-light challenges and elevate their craft.

The Problem

Lume Cube urgently sought 11 Agency's expertise due to significant challenges with their email campaigns. Their emails were disjointed, inconsistent, and lacked a structured calendar, leading to poor engagement and missed opportunities. They needed expert guidance to bring order and effectiveness to their email marketing.

The Strategy

Unified Design and Copy Framework

A cohesive design and copy framework was established to ensure consistency across all communications, reinforcing brand identity and message.

Structured Campaign Calendar

11 Agency implemented a structured campaign calendar to schedule regular, strategically timed emails, enhancing engagement and reducing missed opportunities.

Advanced Segmentation and Targeting

Advanced segmentation and targeting techniques were employed to tailor content to specific audience segments, maximizing relevance and impact.

Analytics and Performance Tracking

Detailed analytics and performance tracking were implemented to continuously optimize campaigns, offering strategic direction and expert guidance.

“11 Agency has been incredible to work with. 5 stars on service, design, and timely responses! I would highly recommend them to any company or brand looking to streamline their email production and make additional revenue.”



Lauren Melzer
Brand Director at Lume Cube

The Results

↑ **74%**
Increase
in Open Rate

↑ **153%**
Increase
Email Attributed Revenue

↑ **53%**
Increase
in Click Rate

↑ **234%**
Increase
in Email Revenue

