

**EMAIL AUTOMATIONS:
HOW WE INCREASED OUR ECOMMERCE
CLIENT'S REVENUE BY 83%**





EcoScrub is an eCommerce store specializing in sustainable personal care products like body scrubbers, facial scrubs, and toothbrushes.

They approached us in early 2019 to help them grow their email list, establish an effective email marketing strategy, increase email-driven sales, and boost customer loyalty.

When we started, EcoScrub had an email list of only **2,500** subscribers and no solid email marketing plan. Over time, we expanded their list to more than **120K** subscribers and helped them shift from Mailchimp to Klaviyo.

A crucial part of this growth came from the implementation of email automation campaigns. Email automations can be a highly effective tool if implemented correctly, even simple ones. They not only increase sales but also enhance brand awareness and strengthen customer relationships.



WHAT MAKES AUTOMATIONS PARTICULARLY POWERFUL IS THEIR ABILITY TO GROW YOUR BUSINESS BY TARGETING THREE KEY AREAS:

15x

Increasing the number of customers/sales



25x

Raising the value of each transaction



32x

Boosting purchase frequency



THE RESULTS

Below, we share the six simple email automation campaigns we used for **EcoScrub** that produced five-figure returns.

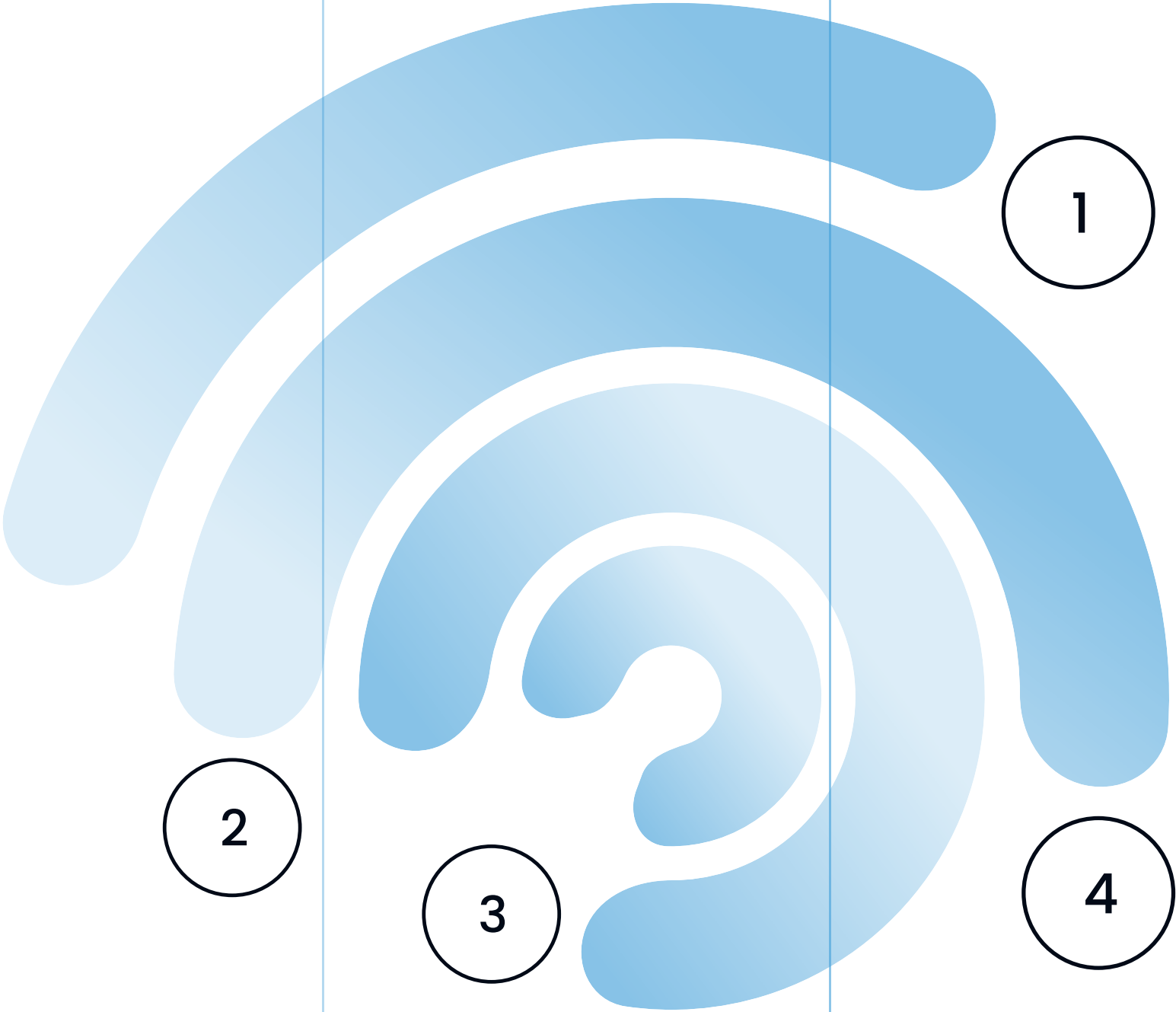
REDUCING CART ABANDONMENT TO RECOVER LOST SALES

One of the easiest ways to boost revenue is by recovering lost sales through abandoned cart and browse abandonment automations.

Many shoppers show interest by adding items to their cart or browsing products but fail to complete their purchase. By sending automated reminders to these warm leads, we increased conversion rates with minimal effort.

For EcoScrub, we implemented both a **Cart Abandonment** and a **Browse Abandonment** campaign to remind customers of their pending purchases, leading to substantial revenue recovery.

THE STRATEGY



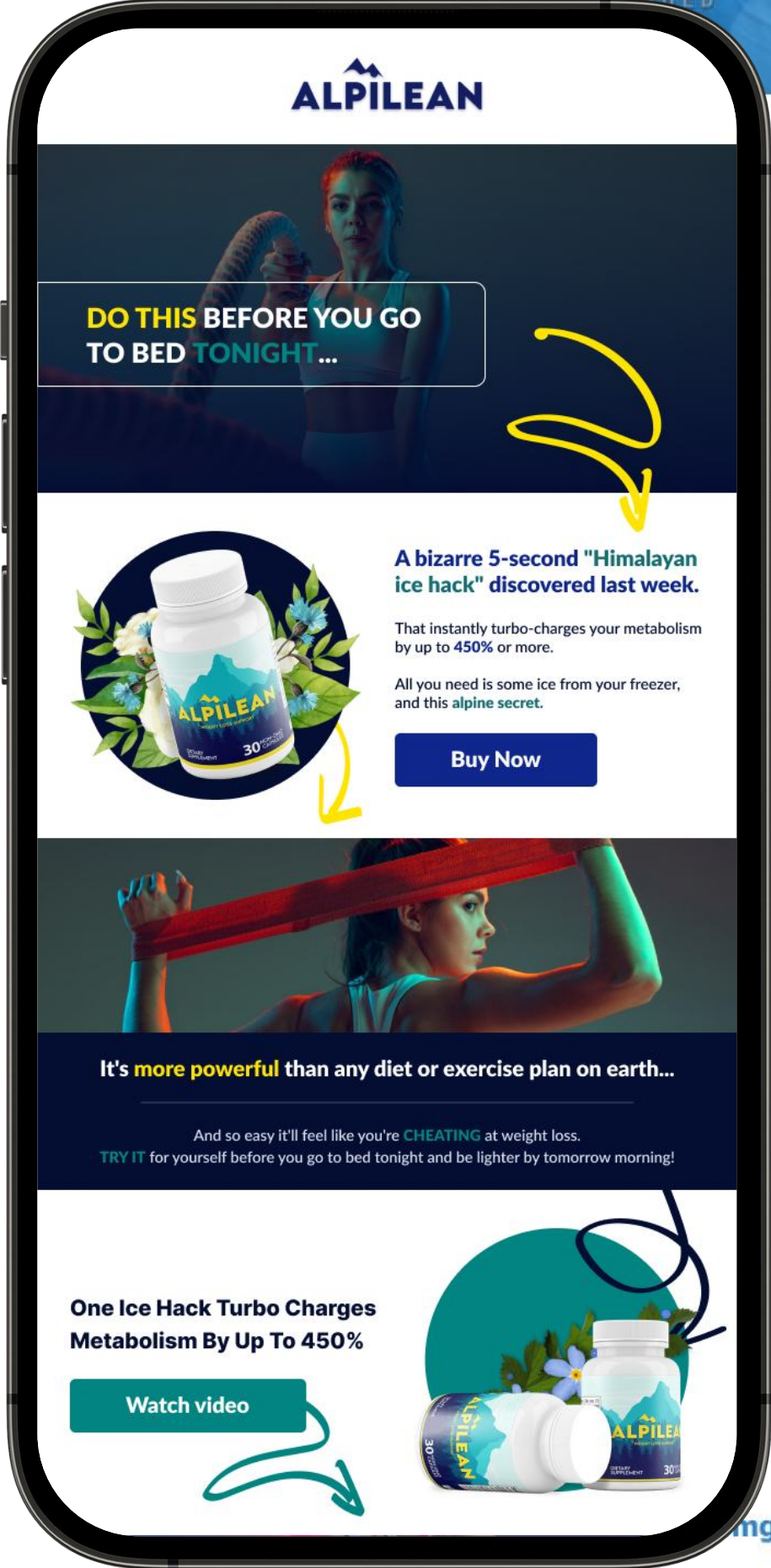
INCREASING TRANSACTION VALUE THROUGH CROSS-SELLING

Another key growth strategy was increasing the average transaction value through **Cross-Selling**.

EcoScrub's customers had already shown interest in their products, so we created a cross-sell automation campaign to promote related items, making it easy for customers to add complementary products to their order.

By highlighting the benefits of EcoScrub's product range, we encouraged customers to buy more and increased the overall transaction value.

THE STRATEGY



~~\$200.00~~ \$150.00

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[Read More](#)

Pyramid Labs Anavar 10mg x 100

\$150.00

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[Add to Cart](#)

Category: Orals

Pyramid Labs Anavar 10mg x 100

\$150.00

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[Add to Cart](#)

Category: Orals

mg x 100



WELCOME SERIES: BUILDING TRUST AND GENERATING SALES

A **Welcome Email Series** is a crucial step in building trust with new subscribers. We developed a sequence for EcoScrub that welcomed new sign-ups, educated them about the brand, and invited them to shop.

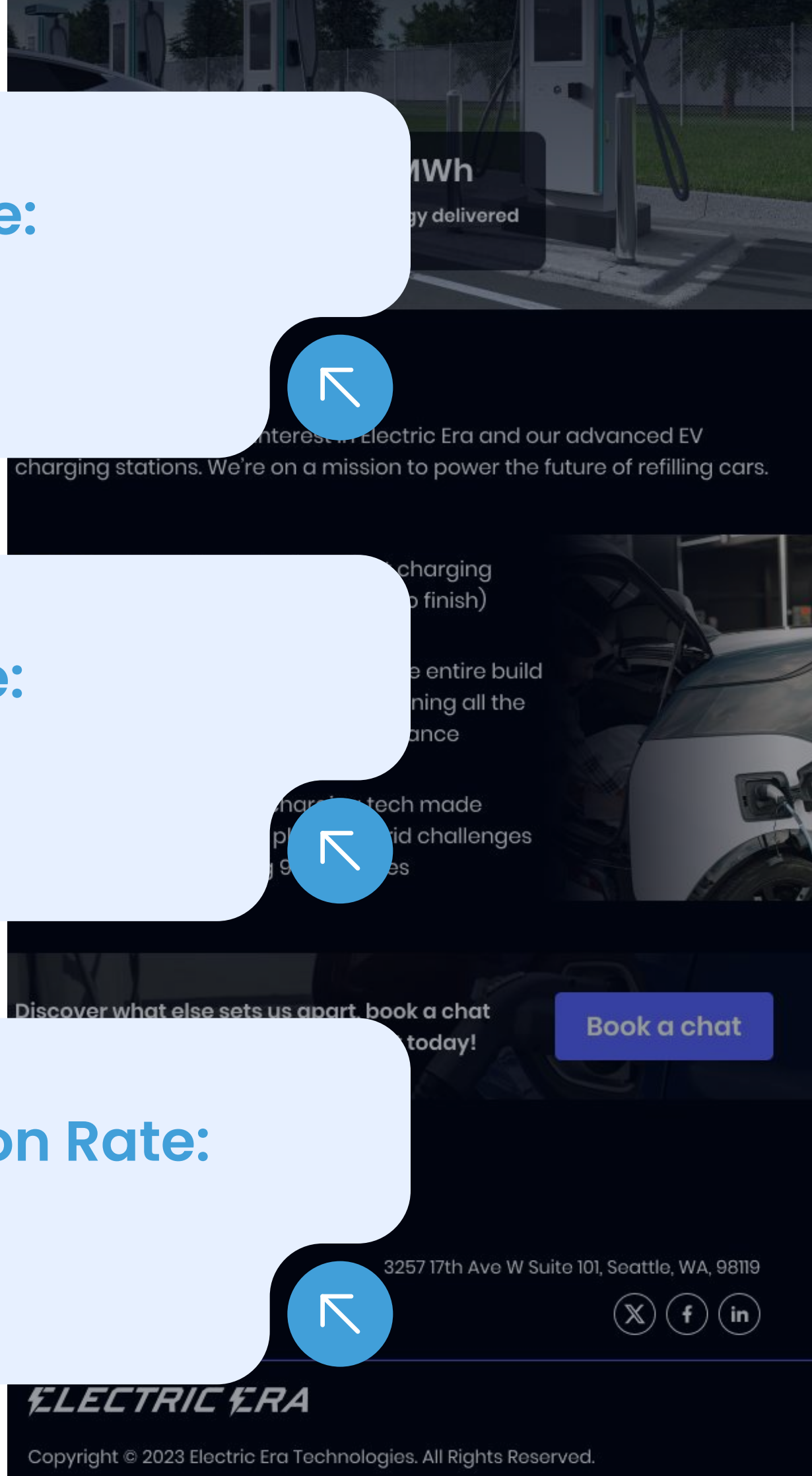
The series not only strengthened customer relationships but also achieved a **conversion rate of 2%**, resulting in notable revenue for EcoScrub.

THE STRATEGY

Open Rate:
48%

Click Rate:
5%

Conversion Rate:
2%



interest in Electric Era and our advanced EV charging stations. We're on a mission to power the future of refilling cars.

charging (to finish)
the entire build
aining all the
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nan... tech made
pl... id challenges
g 9... es

Discover what else sets us apart, book a chat today!

Book a chat

3257 17th Ave W Suite 101, Seattle, WA, 98119



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BACK IN STOCK NOTIFICATIONS: RECOVERING MISSED SALES

When **EcoScrub** ran out of stock on certain popular items, we set up a **Back In Stock** email automation to notify interested customers when products became available again.

This automation helped retain customers who might have otherwise moved on to other stores and allowed us to recover lost sales while maintaining strong customer relationships.

THE STRATEGY

Open Rate:

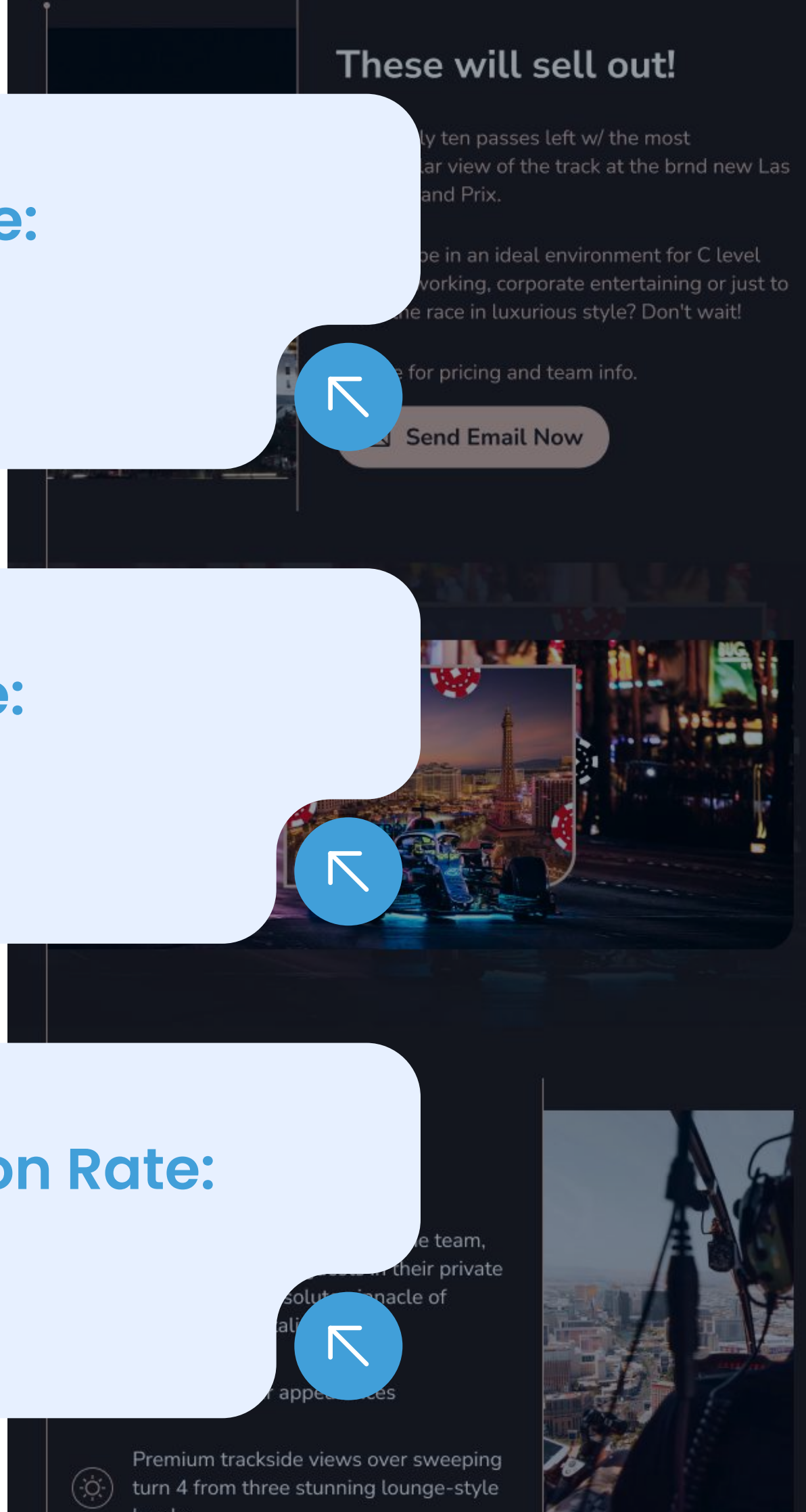
58%

Click Rate:

3%

Conversion Rate:

0.5%



THANK YOU EMAILS: CULTIVATING LOYALTY

Sending a simple **Thank You Email** after a purchase is an easy way to show customers that their business is valued.

We created two different thank-you automations—one for first-time buyers and another for repeat customers. These emails not only improved customer loyalty but also resulted in a small percentage of additional sales.

THE STRATEGY

Open Rate:

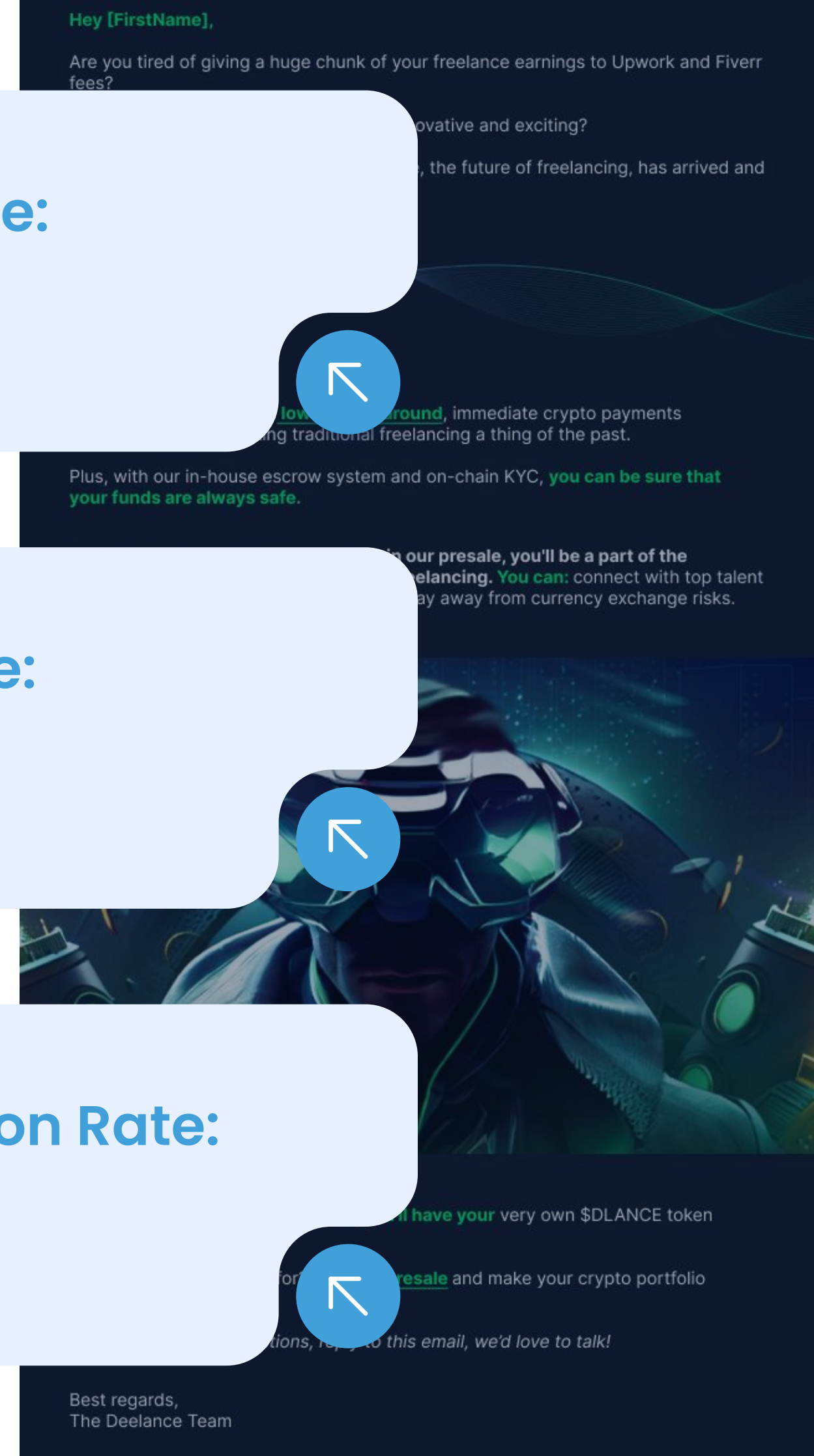
62%

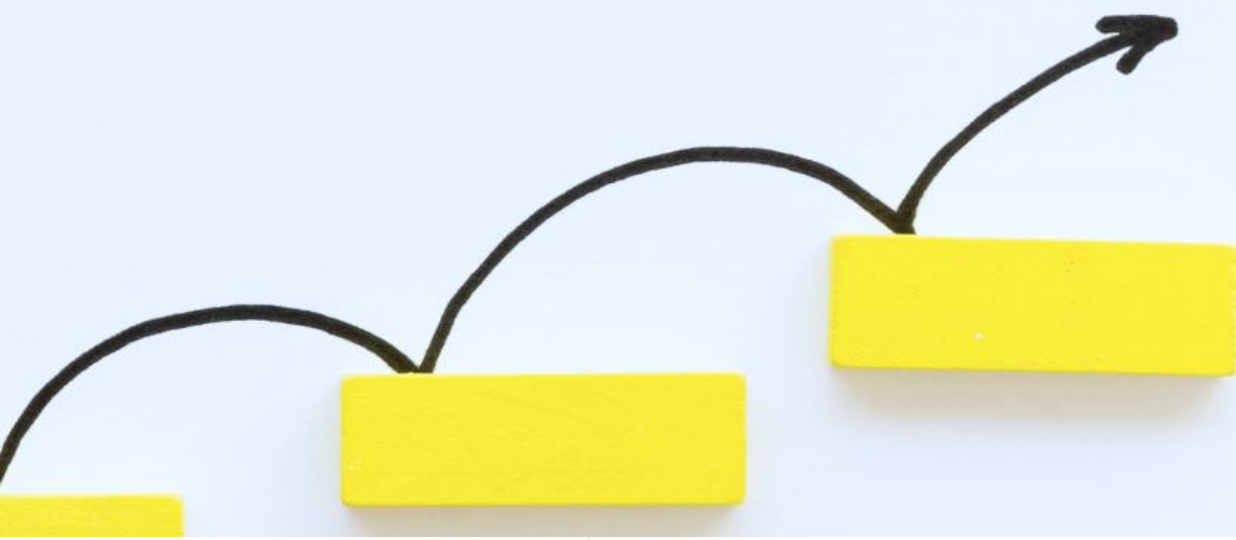
Click Rate:

2.5%

Conversion Rate:

0.2%





THE KEY TAKEAWAY: EMAIL AUTOMATION IS NOT JUST ABOUT INCREASING SALES; IT'S ABOUT BUILDING LASTING CUSTOMER RELATIONSHIPS THAT DRIVE LONG-TERM BUSINESS SUCCESS.

Email automations can transform an eCommerce business when strategically implemented. For [EcoScrub](#), focusing on cart recovery, cross-selling, and customer engagement through automations led to an impressive 83% revenue growth.

CONCLUSION