



Driving revenue from email lists

The Kove Collection is an Amazon FBA company specializing in selling technology and devices and they wanted to drive more revenue out of their email subscribers. We partnered together to create a weekly newsletter educating customers and highlighting their best-selling products, which resulted in a 57% increase in revenue month-over-month and ending with metrics of a 26.3% open rate, 5.2% click rate and a 2.4% conversion rate.

Overall, we were successful in helping the Kove Collection drive revenue from their email list, significantly contributing to the overall amount of sales per month.

About The Kove Collection

The Kove Collection was started by an Amazon FBA veteran who had worked in the industry for other companies for years. Bringing together their industry knowledge and experience, they created the Kove Collection to provide a tailored selection of best-selling technology products and devices to customers across the internet.



After running a successful business through amazon listings and their own site, The Kove Collection had amassed a significant subscriber list with email permissions, and reached out to Engaged Email Marketing to help engage and monetize this audience.

The Challenge They Faced

Amazon FBA can be a notoriously competitive field, and driving customers consistently to an outside website can be difficult to replicate for consistent sales. The Kove Collection faced the significant challenge of converting website visitors and one-time buyers into recurring customers for the brand and began looking for a way to engage their customers beyond their website or amazon.

The Kove Collection had amassed a solid email list and saw this as an opportunity to connect with a base of loyal and engaged subscribers. Recognizing the potential of this untapped asset, they sought to transform their email marketing from just a communication tool into an engine for customer retention and revenue growth. This strategic shift was aimed not only at increasing immediate sales but also at building a long-term relationship with their customers, fostering brand loyalty and turning casual buyers into brand advocates.

How Engaged Email Marketing Responded

The first thing that was done upon the beginning of our relationship was an audit of their current Email Marketing and Customer Data Practices, and found that they were only storing the data at the moment, not acting on any of it. We reviewed a number of options for their ESP and settled on Mailchimp for the variety of features, ease of use and list size restrictions for the price and worked on transferring the customer data to Mailchimp.

After getting the customer data into Mailchimp and the Kove Collection account set up, we created a template for a weekly product newsletter as well as created an abandoned cart series. Over the course of 3 months we tested, iterated and improved these emails and warmed up to sending to the full list, ensuring excellent deliverability and email performance. We kept the design of the emails simple and consistent with the Kove Collection brand, with a focus on the product and solid information.

The Results

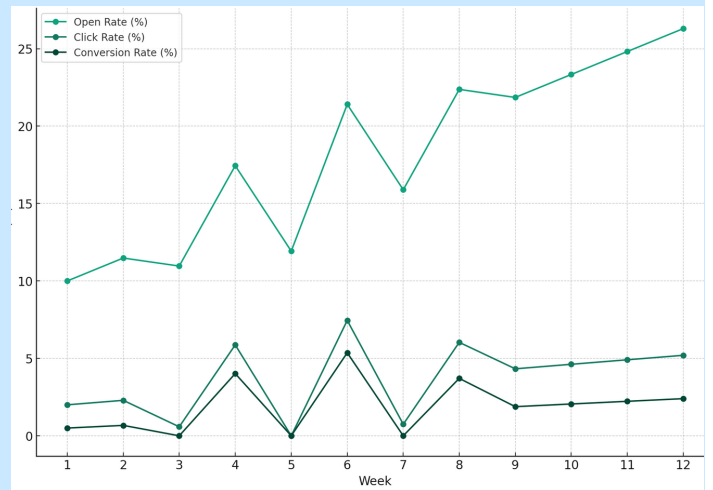
We ran these campaigns over an initial testing period of 3 months, allowing time to gauge an accurate picture of success. Over the first 3 weeks, we ramped up to sending to the full list and allowed the weekly newsletter to go out alongside the automated abandon cart emails.

Below are some statistics:

- 26.3% open rate
- 5.2% click rate
- 2.4% conversion rate

These statistics were all averaged over the course of the 3-month campaign, and all were above industry benchmarks for retail companies. This was a satisfactory result for the customer; their goal had been to activate their email list and start producing revenue from those who had opted-in while simultaneously growing their brand reputation through email.

To that end, the campaign was a success, the data above the industry standard show a resonance with the customer. While the high open rate indicates customers look to the Kove Collection for value, the high click and conversion rates show the relevancy of the email and the value of the offering. Overall, we were successful in helping the Kove Collection drive revenue from their email list, significantly contributing to the number of sales per month.



Testimonials from the Owner, Anthony Kovacs

On Achieving Results:

"The results speak for themselves. Since we started working with Engaged Email Marketing, we've seen a remarkable 57% increase in revenue from our email campaigns. This growth exceeded our expectations and has been instrumental in taking The Kove Collection to the next level."

On Customer Engagement:

"Engaged Email Marketing transformed the way we communicate with our customers. Their expertise in crafting engaging, relevant content has not only boosted our open and click-through rates but has also turned our email list into a thriving community of engaged and loyal customers."

Call-to-Action

The Kove Collection is an outstanding company and it was an absolute pleasure to work with Anthony and the team. However, their situation is by no means rare or unique, thousands of businesses have untapped revenue in their first party customer data, all they have to do is leverage it.

That's where Engaged Email Marketing comes in, we are your one-stop resource for all things Email Marketing and Customer Data related. We can audit your data, form a strategy that works for you, build out the content and send communications to the right customers at the right time, all to drive revenue for your business