WITHIN Grows INNOVO's YoY Email Revenue by 64% and Engagement by 90%

while increasing INNOVO's opt-in rate by 40% in the first 3 months



+ CHALLENGE

INNOVO wanted to substantially increase its email opt-ins, engagement, and revenue by future-proofing its lifecycle and retention strategy. INNOVO needed to up-level its email marketing program through differentiated personalization for its global customer base. INNOVO sought WITHIN's help to create an orchestrated retention engine to drive next-level growth.

SOLUTION

WITHIN's lifecycle and retention team audited INNOVO's existing email marketing campaigns to increase performance and efficiency. WITHIN optimized email creative, modal pop-ups, automation workflows, headlines, send times, and other email elements through A/B testing. The team also compiled and evaluated top/low-performing US and UK emails based on critical metrics like conversion, open, click, bounce, and revenue. Finally, WITHIN consolidated learnings to execute necessary changes with segmentation-based marketing strategies.

+ RESULTS

By using on-site acquisition and engagement tactics, INNOVO experienced a 109% lift in email signups, a 20% lift in open rates, and a 57% increase in click rates through send time optimizations, segmentation best practices, and deep-linking.

INNOVO saw growth in audience engagement in both US and UK campaigns. US campaigns had a 75% lift in open rates and a 100% lift in conversions. UK campaigns had a 70% lift in open rates, 66% in conversions, and a 500% improvement in bounce rates.

166%

Increase in Conversions (US and UK)

20%

Growth in Open Rates

109%

Lift in Signups