



CORKCICLE.

WITHIN Boosts Corkcicle's Revenue Per Send by 60%

While increasing channel engagement by 54% and conversion by 33% in just 90 days

+ CHALLENGE

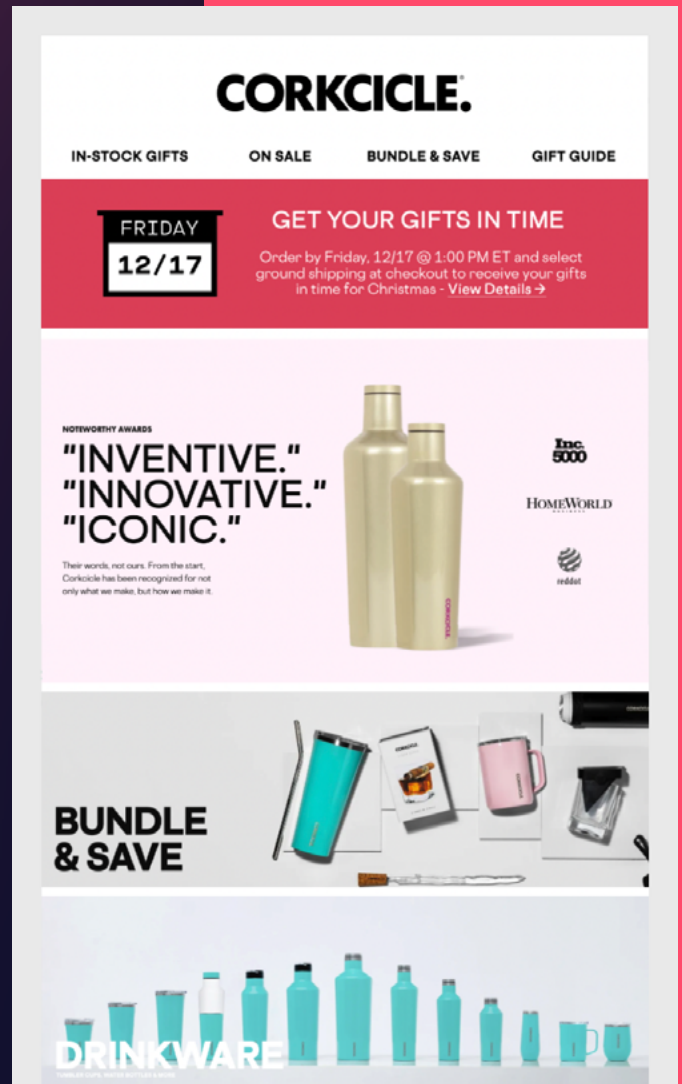
Corkcicle struggled to reach industry benchmarks and meet business objectives with its email campaigns despite having basic automated email sequences in place. The brand wanted to drive more engagement and cultivate measurable improvements in customer relationships, but creating non-promotional emails with nurture-focused content was challenging. Corkcicle turned to WITHIN's lifecycle team for expert insights and execution of its email campaigns.

○ SOLUTION

WITHIN's lifecycle team audited Corkcicle's email program by A/B testing automated and campaign-specific email flows. First, WITHIN elevated the level of segmentation of Corkcicle's email lists to send more personalized messaging. Once initial segments were constructed, WITHIN tested welcome, post-purchase, and high-churn risk flows based on behavioral and transactional indicators. WITHIN employed send time, navigation bar, and subject line optimizations to generate higher levels of user engagement. Finally, WITHIN established testing practices to stay on top of new trends, data and campaigns.

+ RESULTS

Corkcicle saw considerable MoM growth across all of its emails after partnering with WITHIN. The most significant results came from Corkcicle's Welcome series. Welcome email #1 gained +42.9% in CVR and +33.3% lift in revenue. Welcome email #2 had a +46.3% in open rate and welcome email #3 attained +57.9% CTR, +15.8% orders, and +66.7% CVR. Overall, WITHIN revived the effectiveness of Corkcicle's email program leading to massive growth in all metrics.



57%

Lift in Email RPM

32.6%

Increase in Welcome Flow Revenue