WITHIN Increases Weber's Revenue by 41% in Q1-Q2, 2021

by increasing email engagement by 31%



+ CHALLENGE

Weber struggled to increase clicks and conversions to their email marketing campaigns through their brand email templates. WITHIN aimed to influence positive net database growth at scale and amplify revenue generation attributed to email marketing.

○ SOLUTION

WITHIN conducted a channel audit, built custom-branded email templates, and actively managed campaigns to increase conversion rates. By optimizing creative templates on Weber's site, WITHIN was able to make data-driven decisions to maintain open rates while increasing conversions.

73%

Increase in Total Orders

41%

Increase in Revenue

31%

Increase in Click-Through Rate

+ RESULTS

After implementing WITHIN's changes to both creative email templates and email campaigns, Weber maintained their total click-through rates (CTR) while growing their mailing list. Total orders rose by 73% and CTR by 31%. In addition, WITHIN's campaign increased trigger volume across various automated email series including Browse Abandon, Cart Abandonment, Post Purchase & Welcome Series.