



CASE STUDY

HOW PROPER SENDING PRACTICES AND SEGMENTATION

**INCREASED EMAIL
REVENUE BY 350%**





KEROTIN™

Kerotin Hair Care aims to be a woman's best friend. Their hair care products are perfect for ladies who want to have beautiful salon-like hair but without having to spend thousands of dollars. Because of their globally-revered products like hair vitamins, conditioner, and shampoo, Kerotin Hair Care caters to a lot of customers all over the world. They partnered with Chronos Agency to improve their email marketing strategy which wasn't churning out the results that they wanted.



KEROTIN HAIR GROWTH VITAMINS

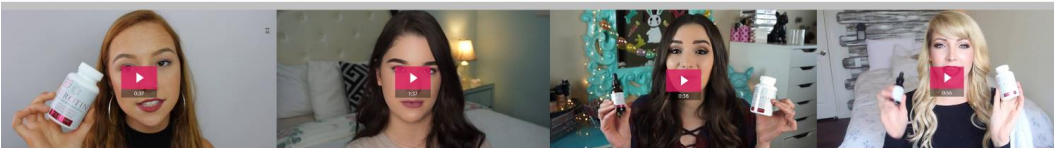


Chronos Agency has generated roughly around half a million dollars in extra revenue solely from emails!

FRASER MACKIE, KEROTIN CO-FOUNDER



Real People. Real Results.



NOT ONLY DOES KEROTIN HAIR CARE FORMULA OFFER AN AFFORDABLE SOLUTION, IT ALSO PROVIDES PROVEN RESULTS.

AS SEEN ON:



The Problem:

No clear path for the emails and offers resulting in non-deliverability

Before approaching our team, Kerotin's email marketing strategy was **not fully living up to its potential**. While they did not have problems in terms of audience and customer base, they had a serious deliverability problem brought about by bad sending practices.

Also, Kerotin did not segment their lists. Instead, they sent the same emails and offers to their email list weekly. So even though they had a lot of customers and email list subscribers, they weren't receiving the offers that Kerotin was sending. The emails were going into the wrong direction—the spam folder.



SIGNS OF BAD SENDING PRACTICES:

LOW OPEN RATES



NO LIST SEGMENTATION



EMAIL LANDING IN SPAM



The Solution:

Instill proper sending practices and content creation

Prior to our collaboration with Kerotin, their emails were *lacking in engagement* and *were not able to encourage any actions from their subscribers*. In order to solve this, we came up with a new email marketing strategy for Kerotin and we implemented it with our team.

The solution revolved around making sure that the emails were getting to where Kerotin wanted them to. This involved the very bold move of *cleaning up their email lists*. This meant deleting *inactive* and *non-relevant subscribers*. As a result, we were able to help Kerotin decrease their costs while *improving their engagement rates* and *deliverability*.



Next, we had to make sure that their subscribers were opening the emails. The answer? *Proper segmentation* and *relevant content*. We engaged in in-depth research to make sure that the content Kerotin was delivering was interesting to each and every recipient.

THE ANSWER:
PROPER SEGMENTATION
AND
RELEVANT CONTENT!



Our Approach and Strategy:

Segmentation and optimization of funnels

We developed *proper segmentation strategies* for Kerotin's list. We created list segments to make sure that the customers would receive relevant content, like offers, product guides, and FAQs. As a result, Kerotin's email list now contained segments made up of interested and relevant subscribers. Why did this work? The more subscribers who found their content *interesting* and *engaging*, the higher the chances that Kerotin's emails were making it to the subscribers' inboxes.



**PROPER
SEGMENTATION**



**DIFFERENT FLOWS
A/B TESTING**



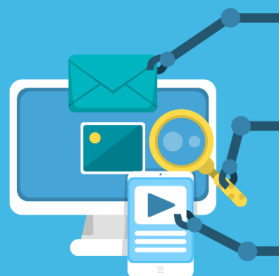
**AMAZON
RESEARCH**



WITH PROPER SEGMENTS:

- Relevant content
- Like offers
- Product Guides
- FAQs

Next, we set up *different automation flows*, such as what new customers will receive in their inbox after their first ever purchase. For example, first-time customers now receive 'thank you' emails. In their thank you email, Kerotin's customer support channels are given to easily accommodate customer concerns.



Our Approach and Strategy:

Segmentation and optimization of funnels



The next important part of the strategy was focusing on improving the **relevancy** and **effectiveness of email content** and **design**. We took to **Amazon** to check out what Kerotin's competitors were doing. This also involved working on optimizing pre- and post-purchase funnels. We engaged in heavy and in-depth research for pre-purchase funnels such as crafting educational and informational emails about the usual objections to buying hair supplements online.

New Kerotin Emails Are:
MORE RELEVANT
WITH
BETTER DESIGNS



The post-purchase funnel was optimized by combining the **right content** and **right timing automation** to encourage another purchase. Three hours after conducting their first purchase, customers will receive another automated email designed to feed their **"buyer's high."** To attract them, the email contains an exclusive discount for returning customers.

Our Approach and Strategy:

Segmentation and optimization of funnels

A/B TESTING also played a big part in helping Kerotin have a better understanding of their customers' preferences. We found a clearer direction in terms of which design elements and content worked best for engagement and conversions.



One example is an A/B split test we conducted during the Valentines Day Sale. In the winning variation, we made the offer even more apparent in the call-to-action buttons and the product images. Though the differences between the two versions were minimal, the difference in impact on sales was huge-- a whopping **240% improvement in conversions!**

With successful A/B Testing

**240% IMPROVEMENT
IN CONVERSIONS!**



The Result:

More opens, more revenue straight from the inbox

As a result of the strategies we implemented, the proper combination of content and segmentation gave way to a **350% increase** in email marketing revenue. The open rate also **jumped to 25%** from 3%, showing that the content has become more relevant and engaging for Kerotin's customers.

350% 
INCREASE IN TOTAL
EMAIL REVENUE

250% 
INCREASE IN REVENUE
FROM AUTOMATED EMAILS

750% 
INCREASE IN REVENUE
FROM CAMPAIGN EMAILS



After partnering with us, Kerotin was able to achieve:

- **32% revenue** from email marketing.
- **17% revenue** attributed to automated flows.
- **15% revenue** attributed to manual campaigns.
- An **8.3x improvement** in the average open rate from **3%** to **25%**

Thank You Email



KEROTIN™

A BIG BIG THANK YOU FROM US! 🙌

Hey Louis,

It's Sheri here and I can't tell you how happy I am right now!

Thank you for choosing to purchase from [Kerotin](#), we're super sure that you will be satisfied with your purchase.

Kerotin Hair Care is the world's leading hair care & beauty brand and we have many great reasons why your business belongs with us. We are a fast growing company because we always put our customers first.

Your order is currently being processed by our team now - we will ship it out as soon as possible, typically within a few days time.

Your tracking info will also be sent to you once it's ready.

If at any point in time you have any questions about your order, please feel free to contact us at service@kerotin.com.

This is one of the perks of being a customer of Kerotin. - we have a superior customer service team that will answer all your questions.

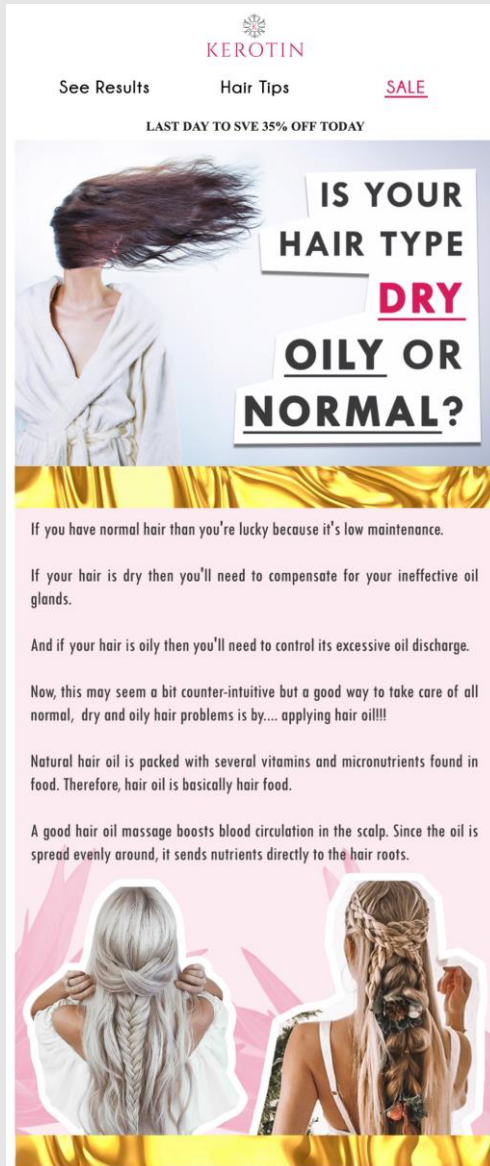
Once again, thank you so so much Louis, we're really excited for you!


Best Regards,

Sheri
Kerotin Team

APPENDIX


Sample Email With Discount




KEROTIN

[See Results](#) [Hair Tips](#) [SALE](#)

LAST DAY TO SVE 35% OFF TODAY



**IS YOUR
HAIR TYPE
DRY
OILY OR
NORMAL?**

If you have normal hair than you're lucky because it's low maintenance.



If your hair is dry then you'll need to compensate for your ineffective oil glands.

And if your hair is oily then you'll need to control its excessive oil discharge.

Now, this may seem a bit counter-intuitive but a good way to take care of all normal, dry and oily hair problems is by... applying hair oil!!!

Natural hair oil is packed with several vitamins and micronutrients found in food. Therefore, hair oil is basically hair food.

A good hair oil massage boosts blood circulation in the scalp. Since the oil is spread evenly around, it sends nutrients directly to the hair roots.



APPENDIX

AB Testing Sample Result

VARIATION A

VARIATION B

<p>VDAY ♥ SALE Free Shipping!</p> <p>45% OFF</p>  <p>COMBO & SAVE</p> <p>6 month supply Keratin Hair Growth Capsules</p> <p>\$240 \$132.60</p> <p>SHOP NOW ></p>	<p>VDAY ♥ SALE</p> <p>35% OFF</p>  <p>COMBO & SAVE</p> <p>Keratin Renewal Shampoo & Conditioner</p> <p>\$84.99 \$55.24</p> <p>SHOP NOW ></p>	<p>VDAY ♥ SALE Free Shipping!</p> <p>35% OFF</p> <p>EXTRA +15%</p>  <p>COMBO & SAVE</p> <p>6 month supply Keratin Hair Growth Capsules</p> <p>\$240 → \$156</p> <p>NOW \$132.60 ></p>	<p>VDAY ♥ SALE Free Shipping!</p> <p>35% OFF</p> <p>EXTRA +15%</p>  <p>COMBO & SAVE</p> <p>Keratin Renewal Shampoo & Conditioner</p> <p>\$84.99 → \$64.99</p> <p>NOW \$55.24 ></p>
<p>VDAY ♥ SALE</p> <p>28% OFF</p>  <p>COMBO & SAVE</p> <p>The Ultimate Hair Care System</p> <p>\$151.80 \$109.65</p> <p>SHOP NOW ></p>	<p>VDAY ♥ SALE Free Shipping!</p> <p>45% OFF</p>  <p>COMBO & SAVE</p> <p>6 month supply Enriching Argan Oil</p> <p>\$209.94 \$115.99</p> <p>SHOP NOW ></p>	<p>VDAY ♥ SALE Free Shipping!</p> <p>35% OFF</p> <p>EXTRA +15%</p>  <p>COMBO & SAVE</p> <p>The Ultimate Hair Care System</p> <p>\$151.80 → \$129</p> <p>NOW \$109.65 ></p>	<p>VDAY ♥ SALE Free Shipping!</p> <p>35% OFF</p> <p>EXTRA +15%</p>  <p>COMBO & SAVE</p> <p>6 month supply Enriching Argan Oil</p> <p>\$209.94 → \$136.46</p> <p>NOW \$115.99 ></p>

	Recipients	Opened	Clicked	Placed Order
A	7928	20.0% 1583 recipients	1.3% 101 recipients	\$1322.96 10 recipients / \$132.30 per recipient
B	7928	21.2% 1681 recipients	1.5% 118 recipients	\$3175.42 25 recipients / \$127.02 per recipient

APPENDIX

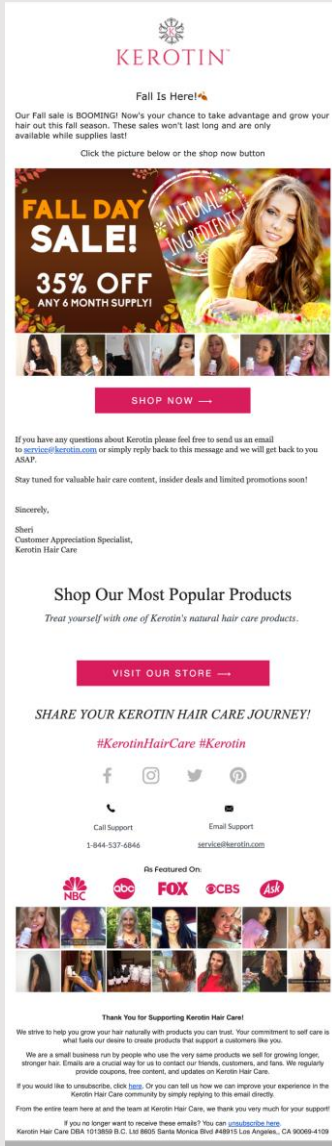
Sample Campaign Designs

The banner features the Keratin logo at the top center. Below it are three navigation links: "See Results", "Hair Tips", and "SALE". A red bar contains the text "2 DAY SALE" and "FREE SHIPPING Orders Over \$150". A digital timer shows "00 00 00 00" for days, hours, minutes, and seconds. The main offer is "SAVE UP TO 35% OFF" with a large "+15% OFF ALL PRODUCTS" in the center. Below this is a "USE CODE: WOMENSDAY" box and a "SHOP NOW »" button. An illustration of a hand with red nails and a female symbol is surrounded by flowers and a "WOMEN'S DAY" ribbon. A paragraph of text celebrates women's achievements. A red box contains the offer "Save 15% OFF all Keratin Products on International Women's Day »". At the bottom, small text states: "Use code WOMENSDAY to save 15% OFF EVERYTHING! code expires 9th March 2359 hours".

Open Rate	Click Rate	Placed Order
21.3%	0.7%	\$2,551.83
4127 recipients	140 recipients	24 recipients

APPENDIX

Before Chronos Agency




KEROTIN

Fall Is Here! 🍂

Our Fall sale is BOOMING! Now's your chance to take advantage and grow your hair out this fall season. These sales won't last long and are only available while supplies last!

Click the picture below or the shop now button



FALL DAY SALE!
35% OFF
ANY 6 MONTH SUPPLY!

NATURAL KERATIN

SHOP NOW →

If you have any questions about Kerotin please feel free to send us an email to service@kerotin.com or simply reply back to this message and we will get back to you ASAP.

Stay tuned for valuable hair care content, insider deals and limited promotions soon!

Sincerely,

Sheri
Customer Appreciation Specialist,
Kerotin Hair Care

Shop Our Most Popular Products

Treat yourself with one of Kerotin's natural hair care products.

VISIT OUR STORE →

SHARE YOUR KEROTIN HAIR CARE JOURNEY!

#KerotinHairCare #Kerotin


f i t p

Call Support
1-844-537-6846

Email Support
service@kerotin.com

As Featured On:

NBC abc FOX CBS Ask



Thank You for Supporting Kerotin Hair Care!

We strive to help you grow your hair naturally with products you can trust. Your commitment to self care is what fuels our desire to create products that support a customer's hair.

We are a small business run by people who use the very same products we sell for growing longer, stronger hair. Emails are a crucial way for us to contact our friends, customers, and fans. We regularly provide coupons, free content, and updates on Kerotin Hair Care.

If you would like to unsubscribe, click [here](#). Or you can tell us how we can improve your experience in the Kerotin Hair Care community by simply replying to this email directly.

From the entire team here at and the team at Kerotin Hair Care, we thank you very much for your support!

If you no longer want to receive these emails? You can [unsubscribe here](https://www.kerotin.com).

Kerotin Hair Care, 2814 1st Street, B.C., Los Angeles, CA 90009-4109

Open Rate

Click Rate

Placed Order

2.7%

3633 recipients

0.1%

176 recipients

\$1,774.99

17 recipients

APPENDIX

With Chronos Agency

See Results Hair Type [Keratin](#)

**MOTHER'S DAY PRE-SALES
LAST 2 DAYS**

Your mom deserves the best this Mother's Day. Help your mom regain her glow.

Best Gift

ULTIMATE HAIR COMBO

20% OFF

SHOP ULTIMATE HAIR COMBO

OR...

15% OFF for all other products use code: **BESTMOM15**

Keratin Vitamins
Promotes Hair Growth. Works with its natural ingredients to promote hair growth, increase hair strength and increase volume. Good for men, **EGGPOWDER**, **100% PURE, 100% ALLERGEN, 100% PURE**

SHOP NOW

Keratin Renewal Shampoo & Conditioner
Polymers penetrate deep and coat hair fibers. Keratin rebuilds hair shaft. Safe for all hair types. Enhances shine and promotes hair growth with Protein. Blending hair products.

SHOP NOW

Keratin Enriching Argan Oil
Restores healthy shine and volume to dull hair. 100% Pure Argan Oil. Best Protein for Keratin. Intense. Apply with towel wrapped around hair to see noticeable improvement in your hair. **100% PURE**

SHOP NOW

Keratin Renewal Hair Mask
Apply and relax. Replenish hair with natural keratin. Keratin rebuilds hair shaft. Restores strength and increases hair growth. Replenishes hair with protein. Apply with towel wrapped around hair to see noticeable improvement in your hair. **100% PURE**

SHOP NOW

Real People. Real Results.

Restores healthy shine and volume to dull hair. 100% Pure Argan Oil. Best Protein for Keratin. Intense. Apply with towel wrapped around hair to see noticeable improvement in your hair. **100% PURE**

"My Hair Has Made Me! By Dr. Peggy Wong"
"My Hair Has Made Me! By Dr. Peggy Wong"
"My Hair Has Made Me! By Dr. Peggy Wong"

Restores healthy shine and volume to dull hair. 100% Pure Argan Oil. Best Protein for Keratin. Intense. Apply with towel wrapped around hair to see noticeable improvement in your hair. **100% PURE**

Treat your Hair with Keratin

30 DAY PROVE YOUR RESULTS

30 DAY PROVE YOUR RESULTS

Your Location

Name

See Results

My Email?

Hair Type

Contact Us

Open Rate

Click Rate

Placed Order

20.1%
3401 recipients

1.2%
201 recipients

\$2,530.16
23 recipients



CHRONOS
AGENCY

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info@chronos.agency



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