

CASE STUDY

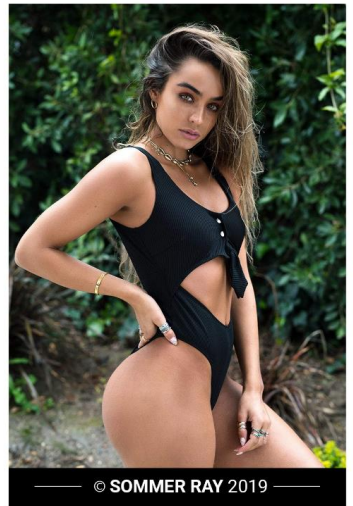
HOW AN E-COMMERCE SHOP REVAMPED ITS EMAIL MARKETING AND

INCREASED EMAIL REVENUE BY 65%





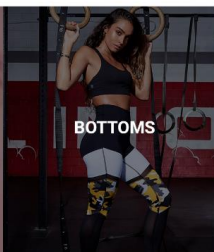
Sommer Ray's Shop is an e-commerce store founded and curated by Instagram superstar Sommer Ray. Launched in November 2018, the shop is focused on providing top-quality women's fitness clothing and promoting body positivity, wellness, and healthy lifestyles. In 2019, the shop partnered with Chronos Agency to retool its automated email marketing strategy with the goal of driving engagement and revenue.



© SOMMER RAY 2019



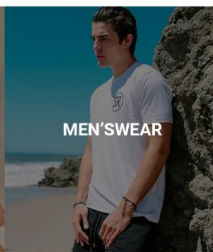
TOPS



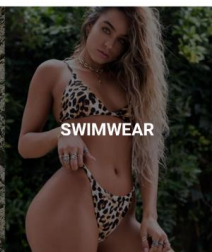
BOTTOMS



BODY SUITS



MEN'SWEAR



SWIMWEAR



 **#SHOPSOMMERRAY**



PREMIUM QUALITY
Our products undergo extensive quality control checks before being sent out to you to ensure the highest satisfaction.



SUPPORT 24/7
Contact us 24 hours a day, 7 days a week



FREE SHIPPING
Free U.S. shipping on all orders above \$50*
Free international shipping on all orders above \$120**

The Problem:

An undefined “spray and pray” email strategy

After an initial discovery period, Chronos Agency completed a thorough audit of all the email sends then running at Sommer Ray’s Shop. Despite the brand-recognition of model and influencer Sommer Ray, as well as high-quality products and well-produced digital marketing assets, Sommer Ray’s Shop revenue was stagnating. Existing email sequences were set up with a “*spray* and *pray*” strategy, triggering to all available recipients on every existing campaign. The result was very low open rates across the board and diminished email reputation for the store overall.

SYMPTOMS OF SPRAY AND PRAY STRATEGY:

LOW OPEN &
CONVERSION RATES



UNIDENTIFIED
EMAIL STRATEGY



NO SEGMENTATION
OR NURTURE



With the help of Chronos Agency, Sommer Ray’s Shop was able to *quickly identify the problem*. To begin with, the shop did not have any dedicated email sequences in place, at least none that mapped to specific business objectives. For example, the abandoned cart flow on the shop *was only converting at 4.8%*, representing a significant *opportunity for improvement*. The shop also did not have any list segmentation. This absence of basic sending best practices across the board was hindering the shop’s success and, most importantly, degrading the customer experience.

CONVERSION RATE:

4.8% ONLY ↓

The Solution:

Implement email best practices then refine, refine, refine!

After the initial audit of email sends then running on Sommer Ray's Shop, Chronos Agency decided to **implement proper sending best practices across the board**. The first step was to segment the email list. With these various segments in place, we could then curate relevant content and offers to appeal to those lists and encourage them to engage with Sommer Ray's Shop.



Improving the user experience was a good starting point for many aspects of the email strategy. **Inactive recipients**, for example, such as those who had received numerous emails without opening one, or inactive email addresses that had **bounced two times or more**, no longer received emails.



EMAIL STRATEGY TIP:

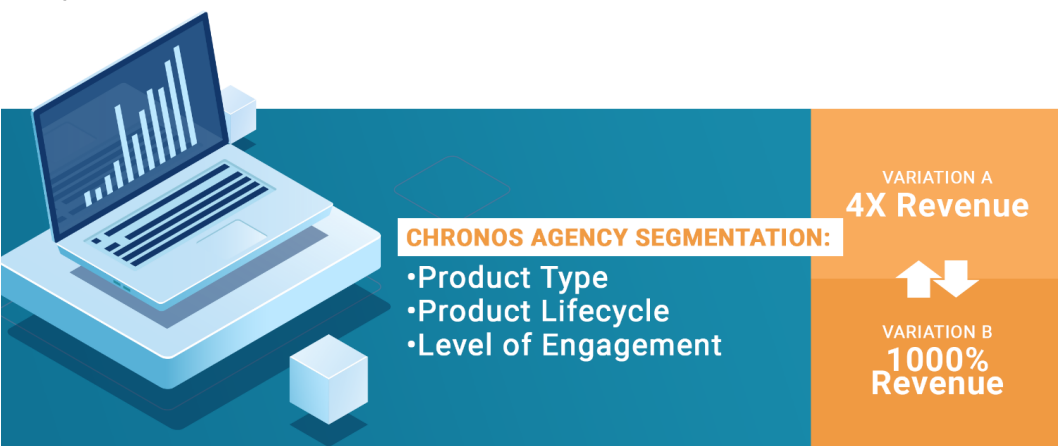
IMPROVE USER EXPERIENCE

Promotional emails were only sent after a customer had received their products from the shop. Finally, Chronos Agency **designed new ways to deliver relevant content in between pre-purchase flows to add value**, which we refined by performing **A/B** on certain design elements such as the CTA placement for specific items.

Our Approach and Strategy:

Segment the list, listen to the data

The first step was to segment the email list for Sommer Ray’s Shop. Chronos Agency segmented by **product type**, **product lifecycle**, and **the level of engagement** with past emails. With these segments defined, we were able to **deliver tailored messaging** and **content to each segment**, which we optimized by performing A/B testing. In one A/B test, for example, one of the email layouts nearly quadrupled revenue/per recipient. In another A/B test, the Chronos Agency layout increased revenue **more than 1000%**.



Finally, using the **Klaviyo predictive analytics tool**, Chronos and Sommer Ray’s Shop were able to refine the timing of email sequences to maximize interest. This allowed Sommer Ray’s Shop to **deliver more timely email offers** to recipients more likely to convert.



The Result:

Go from basic email marketing to regular revenue generation

After partnering with Chronos Agency and launching a **revamped email marketing strategy**, Sommer Ray's Shop has seen the arrow turn upward for a number of key performance indicators. To begin with, more people are opening emails from Sommer Ray's Shop and seeing the content: since relaunching its new email strategy, the shop has seen average open rate jump from just **6%** to **25%**.

65% 
INCREASE IN TOTAL
EMAIL REVENUE

146% 
INCREASE IN REVENUE
FROM AUTOMATED EMAILS

97% 
INCREASE IN REVENUE
FROM CAMPAIGN EMAILS


And open rate matters: **73% of all revenue** for the shop now comes from email marketing, with **64% attributed to new automated flows** and **10% to manual campaigns**.



73%
of all revenue are now from
EMAIL MARKETING


Sommer Ray's Shop now has a **solid email marketing strategy** in place that is **well optimized** to continue generating revenue. As this case study reveals, **customers tend not to engage with content that is untimely or irrelevant to their buying journey**. Proper segmentation and informed content optimization based on reliable data, including close attention to key metrics, has translated into powerful results.

Before Chronos Agency



SHOP NOW

Flash Sale! Free Shipping On Orders Over \$40!



Hi Sommer!


I hope you already had a chance to take a look at my apparel line. If not... Well then welcome to my shop! I hope you love everything. I've been working so very hard on lately on making sure that everything is affordable with the best quality.

For the first time since my apparel line has launched, here's an opportunity for you! We're having a flash sale! For a limited time only, all orders over \$40 will qualify for FREE Shipping! I know that shipping prices are high, so I decided to cover shipping for you on orders over \$40! Make sure you order soon because I'm not sure how long this will last. Anyways, hope you had a fantastic New Year's!

Love youuuu!
- Sommer Ray

[Shop Now](#)


Check These Out!



High Rise Butt Lift Active Leggings

A leggings featuring a high-rise pull-on waist, butt lifting technology sculpting your figure while raising your booty, skinny leg and seams up well with a sports bra or cropped hoodie.


[View Product](#)



Graphic Cropped Fleece Drawstring Hoodie

A hoodie featuring a graphic print, cropped ribbed hemline, ribbed cuffs, long sleeves, a soft fleece fabrication, drawstring hood, a relaxed fit and comes in multiple shades/designs.

[View Product](#)







Cropped Long Sleeve

A long sleeve featuring a crew neckline, cropped hemline, a lightweight soft stretch fabric and comes in multiple prints and shades. Pair with a high-rise legging to complete the look.

[View Product](#)


No longer want to receive these emails? [Unsubscribe](#)

Sommer Ray's Shop



Open Rate	Click Rate	Placed Order
7.4%	1.7%	\$42.83
353 recipients	81 recipients	1 recipient

With Chronos Agency



TOPS BOTTOMS BODY SUITS MEN'S ACCESSORIES


EASTER SALE 21 ON 21

GET 21% OFF




at checkout

use code: **EASTER21**





SHOP NOW







SOMMER'S
PERSONAL
FAVORITES



BROWSE MORE



FOLLOW US



No longer want to receive these emails? [Unsubscribe](#)

Sommer Ray's Shop 3222 E. Washington Blvd. Vernon, California 90058

Open Rate	Click Rate	Placed Order
20.1%	4.5%	\$1,396.06
1417 recipients	315 recipients	27 recipients



CHRONOS
AGENCY

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