THE PROBLEM
To spread word about weekly new arrivals, the client did their best to manually create and send “new arrival” campaigns every week. Consistency was difficult because of the time commitment and every email was sent to all subscribers resulting in 9% average open rates, 2% average CTR, and a 5% unsubscribe rate.

THE SOLUTION
Klaviyo has no direct functionality to automate such a process so we found a way using the available tools:

- Created a new custom collection with Shopify integration to target newly released items (within 7 days) that are still in stock and set that up as a product feed in Klaviyo.

- Created a fully customizable preferences page with options for all subscribers and integrated that page in place of default preferences and opt-out pages.

PRODUCTS
EMAIL

+261% revenue increase from email

CLIENT TESTIMONIAL
“Disruptive Advertising implements superior marketing campaigns that generate real results and exceed expectations. The team’s methodical and innovative approach keeps us ahead of competition, on track to hit goals, and always one step ahead of industry changes. Their diverse expertise supports a productive long-term partnership.”

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THE SOLUTION (CONT’D)

• Built a fully dynamic email based on the custom “new arrivals” collection in Shopify and customized data to enable priority personalization of products shown to each individual subscriber based on their past purchases and website activity.

• Added a custom flow to create the new “email opt-in date” property for all contacts because standard date property flow triggers wouldn’t be capable of repeating the automation.

• Used the custom “email opt-in date” property as a date property flow trigger and utilized monthly repeat functionality of Klaviyo (normally used for things like monthly subscription reminders) to automatically trigger the fully-dynamic new arrivals emails to customers 1-4 times monthly based on their preferences.

THE RESULTS

In the first month of activation, the New Arrivals automation helped total revenue increase +118% YoY. It has added $395k additional revenue in the first 12 months. Open rate increased +222%. CTR increased +151%, and unsubscribe rate decreased 60%.
creative EMAIL

THE SALE CONTINUES FOR CYBER MONDAY
$50,000+ in prize giveaways!

START SHOPPING

Hundreds more NFR items just dropped today!
NEW $5 $10 $15 denotisdiction. Limited-time giveaways & sales every hour!

We are giving away $50,000+ in prizes. Every order is entered to win!
But hurry, this sale ends tonight!

SHOP NOW

$5, $10, $15 STOCKING STUFFERS

SHOP NOW

PRESIDENT'S DAY SALE

Raffles, Grab Bags, & your favorite items

UP TO 40% OFF

SHOP NOW

Save Big this President's Day weekend with tons of our most popular bestsellers AND hundreds of new items!

PLUS raffle tickets for every item purchased!

SHOP THE SALE

Hurry, this sale ends February 21st at Midnight!

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MEMORIAL DAY SALE!

CELEBRATE IN STYLE
40% OFF $50/00's OF ITEMS

Shop The Sale

 Hundreds of items 40% OFF

EXCLUSIVE OUTFIT GRAB BAGS

FREE SHIRT FOR THE FIRST 1,000 ORDERS

PLUS A SURPRISE ENVELOPE WITH CASH IN EVERY ORDER (LOVE TIME SPENDS FROM HEART)

Shop The Sale

Hurry! Sale ends Monday at Midnight!
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