

Hybrid Racing

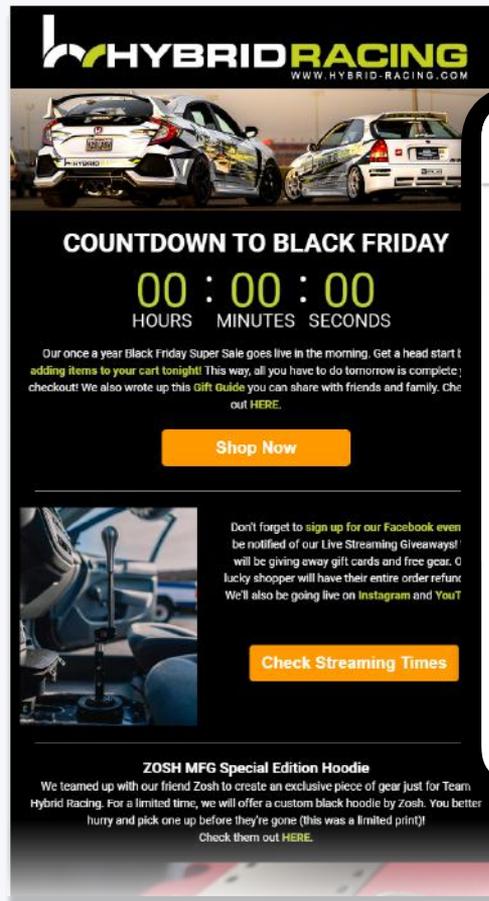
Email Marketing Optimization, Strategy, and Campaign Management

We joined the Hybrid Racing team to take over and continue the growth of their email marketing channel as their team needed to shift focus internally to content marketing and operations. With Black Friday our focus, we worked with them to revamp their existing email marketing flows, and overhaul their email templates, and collaborate on a Black Friday Campaign, which resulted in a 33% growth in sales over the previous year.

The Bottom Line

+33%

Growth in sales over previous Black Friday Holiday Campaign



MH DIGITAL

Lambs

Email Marketing Management & Strategy

We partnered with Lambs to take over their email operations during a phase of expansion - as their email operations had fallen behind the rest of their growth.

We first overhauled their core flows and automations to give them a creative facelift more in line with the new branding, and expanded the flows to include newer products they were releasing and deeper segmentation.

During this time, we also executed their Black Friday / Cyber Monday email campaigns, which set revenue records for them.

We've continued to create new campaigns and flows which have resulted in an increase in both email volume and revenue, while keeping their growing subscriber lists healthy in order to fortify the email channel.

Lambs

**BETTER CLOTHES.
BETTER HEALTH.**

0 Zero bacteria survival and 100% hypoallergenic

WAVE STOPPER TECHNOLOGY
99% cell phone and Wi-Fi radiation blocked

Super soft
Our SilverFlex blend feels softer than cotton

BREATHABLE
Fresh and breathable fabric to keep you cool all day long

SHOP NOW

PROTECT YOURSELF FROM EMF

You probably already know what you can do to stay in good health. Eat well. Move your body. Reduce your stress. Avoid toxins.

Here at Lambs, we're on a mission to add "protect yourself against EMF" to that list. We are technology lovers who are concerned about our health and the health of those around us, and we are sounding the alarm about the health hazards of cell phone radiation.

You might be doing everything right to maintain your health. But what are you wearing?

LOOK AND FEEL GOOD

WARNING: THIS EMAIL CONTAINS SCIENCE

Lambs

THE SCIENCE BEHIND THE STYLE

We love technology here at Lambs.

We also love science. Sadly, there's plenty of scientific evidence to suggest that nonionizing radiation—the kind emitted by mobile devices, Wi-Fi transmitters, and microwaves, for example—can have serious effects on our health.

"... [Nonionizing radiation] interferes with the oxidative repair mechanisms resulting in oxidative stress, damage to cellular components including DNA, and damage to cellular processes leading to cancer."
Magda Havas, B.Sc., Ph.D

"We found evidence linking mobile phone use and risk of brain tumours especially in long-term users (>10 years) ..."
Prasad et al.

"EMF emitted by mobile phones has a number of well-documented adverse metabolic effects on the male and female reproductive systems ..."
Altun G et al.

READ MORE

THE SILVER LINING

We say, why risk your health?

Lambs' WaveStopper silver-lining technology protects you against NIR, the sun's ultraviolet rays, and odor-causing microbes. WaveStopper fabric has been proven effective by two world-class laboratories—MET Labs in Baltimore, USA, and EMITECH in France.

BLACK FRIDAY

STARTS TOMORROW

11:04:55
hours minutes seconds

GET NOTIFIED

Set your alarms, charge your devices, and get ready, as the best deals start immediately at 7 AM Pacific.

The early bird gets the worm, or in this case, gets the best deals on products from Lambs built with style, comfort, and health in mind.

Here's a little secret: Start putting together your cart now to save time, because demand will be high.

25% OFF
on all orders

1,000 orders at \$25.00

1,000 orders at \$25.00

1,000 orders at \$25.00

1,000 orders at \$25.00

Rest of the day 99% off

STARTING AT 7:00AM PACIFIC TIME

WANT A REMINDER?

Text us here: (310) 496-3387
We'll be your guide to getting the best deals.

f t @

Lambs Results

The Bottom Line

30%

Increase in Avg Monthly Revenue attributed to Email

Set Black Friday + Cyber Monday email sales records



Maintained healthy balance of revenue generated from email across Flows and Campaigns.



Optimized flow segmentation & content improved revenue per recipient by over \$1 (thousands of recipients per month of their abandoned cart flows).

Hard Core Waterfowl

Email Marketing & Strategy, Platform Migration & Shopify Integration

Hard Core Waterfowl brought us on as part of a transition from a distribution based business model to a direct to consumer one. In addition to helping them transition from a WooCommerce to Shopify site and backend, we migrated them to Klaviyo from Mailchimp and established a new, consistent customer journey through email.

With a large investment in the transition, Hard Core looked to us to help them aggressively drive revenue through email to get in a good cash position before the holidays, while expertly navigating their subscriber base onto a new communication strategy - without a big dip in engagement or creating an unsustainable email program for the long term.

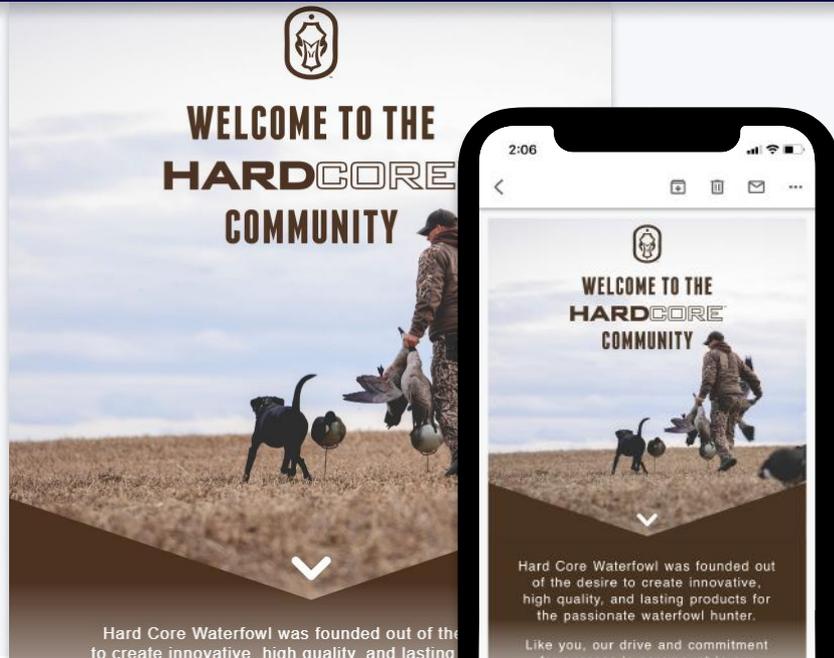
A solid team effort and communication strategy led to a great holiday shopping season and a well established email channel moving forward.



We need to cancel tomorrow's email send and postpone until Cyber Monday ... too much business and low on inventory.

You guys are too good.

- Brian Regan, Head of Marketing at Hard Core Waterfowl



Hard Core Waterfowl

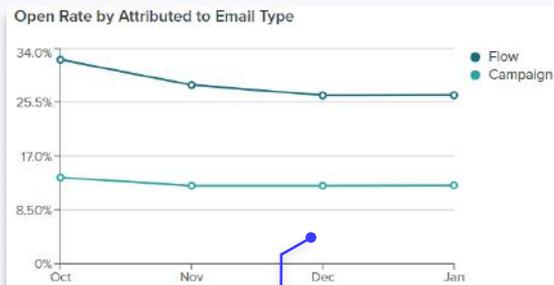
The Bottom Line

20%

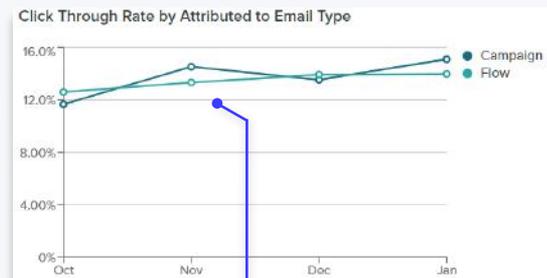
Store revenue attributed to email in 30 days after deployment



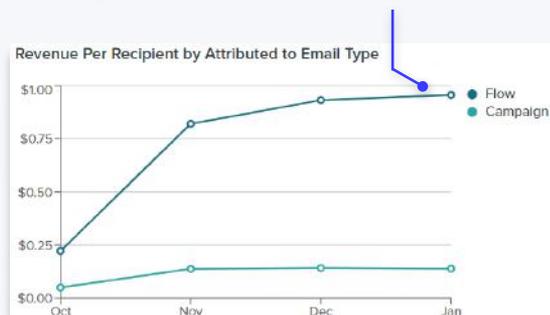
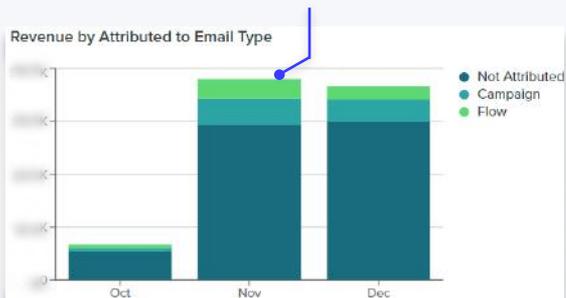
Cleanup and migration from Mailchimp to Klaviyo



Maintained open rates above industry averages while driving significant Q4 revenue with aggressive campaign strategy



Optimized content, segmentation, and messaging across Q4 resulting in improved CTR and conversion rates



MH DIGITAL

Modern Picnic

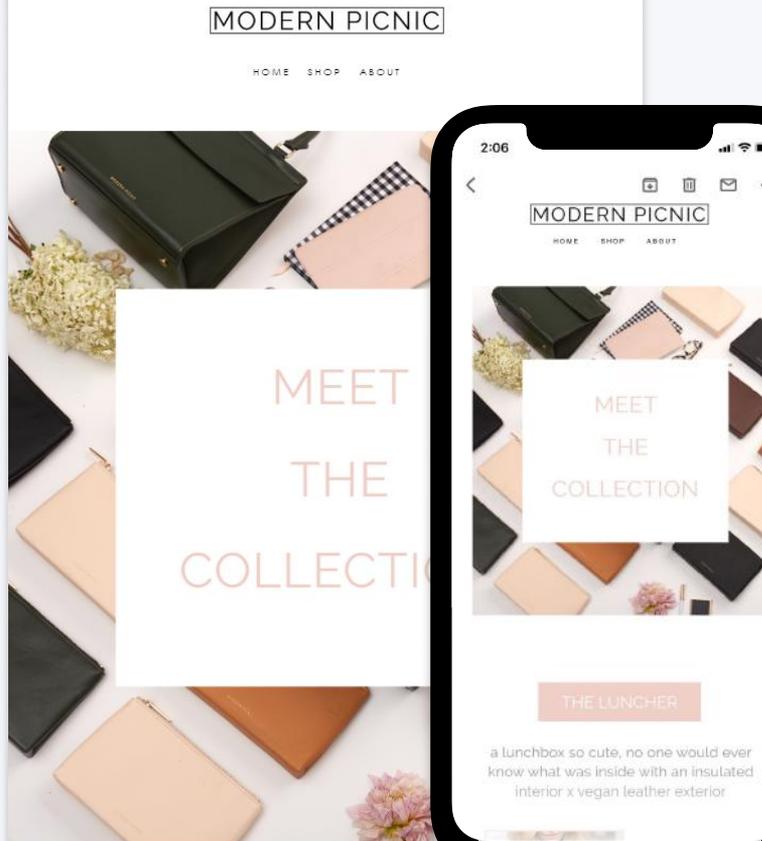
Email Marketing, Platform Optimization, and Communication Strategy

We joined the Modern Picnic team prior to the holiday season to lead their email marketing strategy and optimize their existing email flows in Klaviyo. After re-configuring their flows to better nurture their new subscribers, we created and executed a holiday communication strategy, mixing new content with product announcements and promotions, resulting in double the holiday sales of the previous year.

The Bottom Line

+50%

**Growth in sales over
Q4 of the previous year**

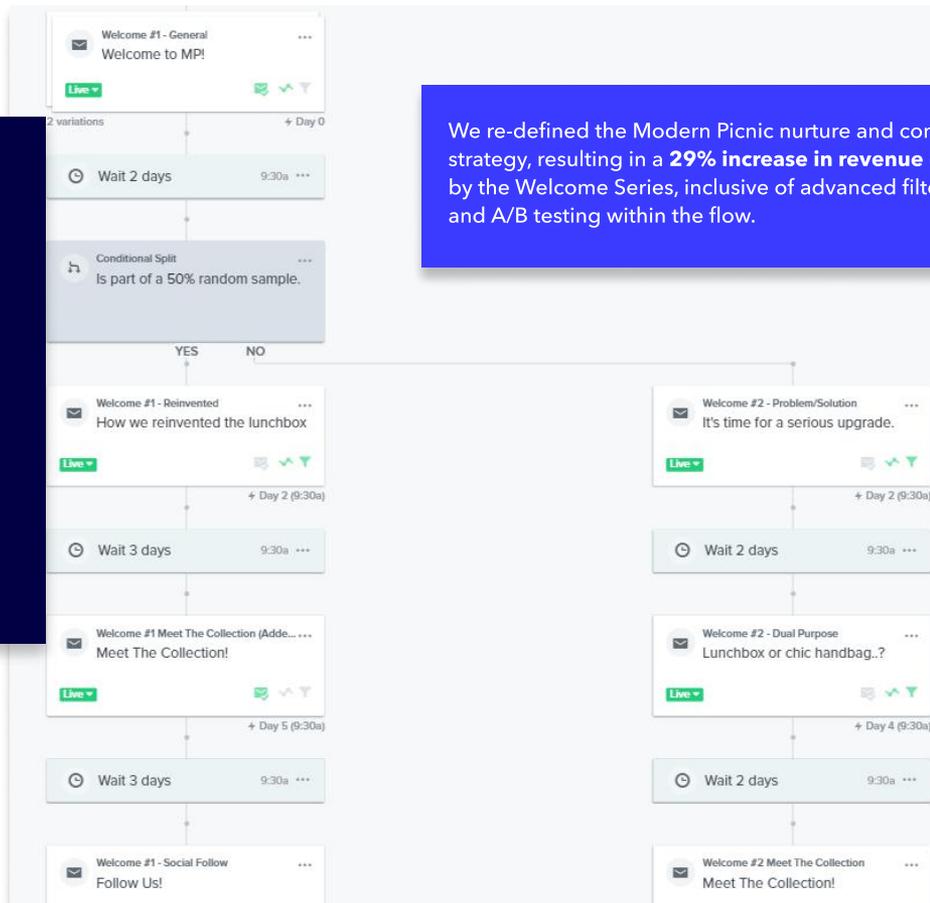


Modern Picnic

// MH Digital re-configured, streamlined, and created new forms of revenue by implementing new flows, segmentation and messaging branching/strategy.

They establish a smooth workflow to encourage collaboration and their team is organized, responsive, and hard-working.

- Ali Kaminetsky, Founder



We re-defined the Modern Picnic nurture and content strategy, resulting in a **29% increase in revenue** driven by the Welcome Series, inclusive of advanced filtering and A/B testing within the flow.