

MH DIGITAL

Lambs

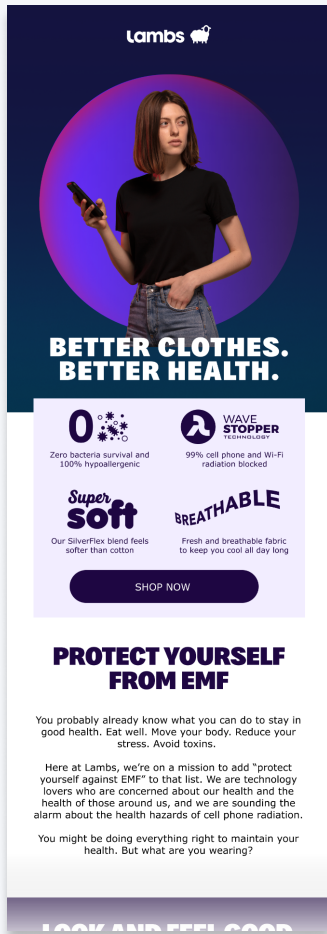
Email Marketing Management & Strategy

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

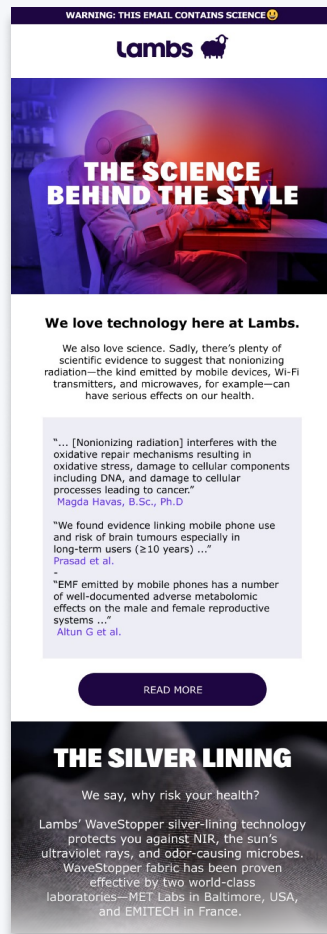
PROTECT YOURSELF FROM EMF

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.

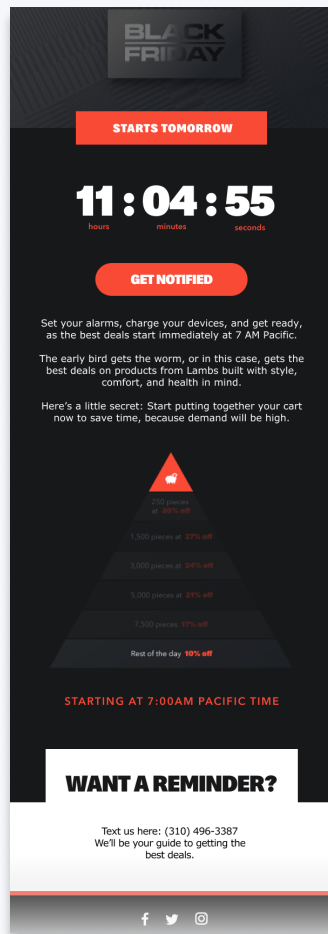
"EMF emitted by mobile phones has a number of well-documented adverse metabolomic effects on the male and female reproductive systems ..."
Altun G et al.

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.

250 pieces at \$100.00

1,000 pieces at \$175.00

5,000 pieces at \$425.00

5,000 pieces at \$175.00

1,500 pieces \$75.00

Rest of the day **10% 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 i

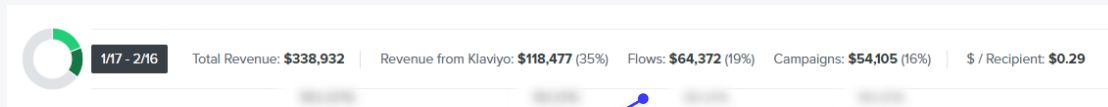
Lambs Results

The Bottom Line

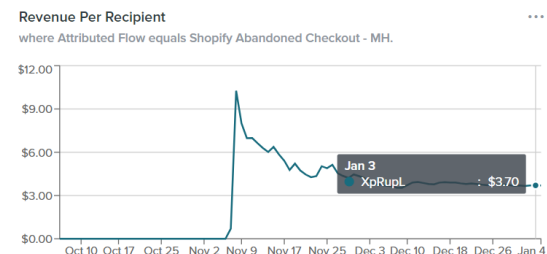
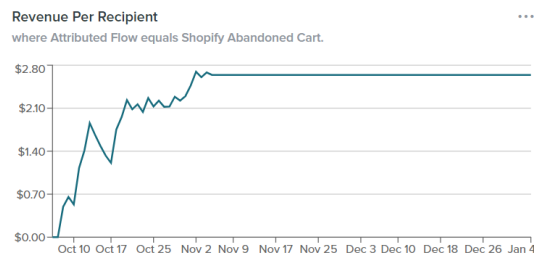
30%

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).