

## Flex



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### Email Marketing Strategy & Consulting in Klaviyo

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Entering a new phase of growth with new products and moving beyond a subscription based e-commerce model, Flex brought our team on to help navigate the challenges of that growth, along with addressing a need to improve lead conversion rate, reorder %, and reactivation %.

With a Klaviyo account entrenched in many different integrations and in need of cleanup, we set out to help Flex address these goals through ongoing support in Klaviyo flow, segment, and data improvements, in addition to collaborating on their campaign schedule.

As a result, Flex **increased all KPIs** in the 2nd half of the year and **broke their email revenue records for Q4.**



## Flex Results & Strategy

### Highlights

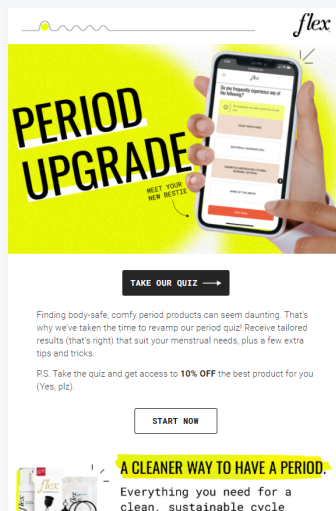
Stats from 2021 H1 to 2022 H2

# +44%

Increase in Lifetime Revenue per Lead

# +600%

Increase in cancelled subscriber reactivation



We reconfigured the Welcome series flow to encourage users to take the product recommendation quiz, providing more personalized messaging and higher lead conversion rate.

We personalized the subscriber winback flow with cleaner data from Recharge, allowing us to drive winbacks in response to specific subscription cancellation reasons resulting in massive reactivation increases.

