

# THE \$100M STORE

53 CASE  
STUDIES

29 TECH APPS  
& AGENCIES

See how top 53 D2C stores have grown to \$100 million,  
with quick and easy insights from 29 of the best tech  
companies and agencies on Shopify.



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# Brought to you by the best in ecomm

 **VIDEOWISE**

*ANDZEN.*

BLUEOWL

**COALITION**  
SEO • PPC • WEB DESIGN • SERVICES COMPANY

\* *Coldsmoke*

 *fera*<sup>ai</sup>

 **FLOWIUM**

 **INSENSE**

**LOOP**

 **INVETERATE**

 **ontrack  
digital+**

 **LEAF**

 **PIPE17**

**Quickfire**  
Digital

 **Shop Circle**

 **Triple Whale**

 **tapcart**

 **rainy city**

 **Rush**

**smartrr**

 **SOAR**  
WITH US

**twirl**

 **zyber**

**Adjust.**

 **Recart**

 **IN SOCIAL**

**EZ** **ZETTLER DIGITAL**

 **ecommerce  
BOOST**

**Vervaunt:**

 **eCommerce  
Tech**





# INTRODUCTION

## *1.1 Brief Overview of the Ebook*

"The \$100 Million Store" is an ambitious undertaking that brings together a consortium of leading eCommerce tech partners and agencies to explore the journey to exceptional revenue growth.

Our e-book is a testament to the power of collaboration and shared knowledge. It features an array of case studies, each a success story in its own right, showcasing how tech partners and agencies have been instrumental in helping online stores achieve and sustain \$100 million in annual revenue.

The project is dedicated to empowering mid-upper market eCommerce stores with actionable insights, innovative strategies, and the tools they need to scale their businesses. We invite you to be a part of this transformative journey as we collectively shape the future of eCommerce success.

# *1.2 Importance of Reaching \$100 Million in Annual Revenue*

Reaching \$100 million in annual revenue as a brand is crucial for several compelling reasons. Firstly, it signifies a substantial market presence and consumer trust, indicating that the brand's products or services have gained widespread acceptance.

This level of revenue suggests that a brand has operational efficiency and scalability, as managing large transaction volumes at this scale necessitates robust infrastructure and streamlined processes. Financially, it provides ample resources for further innovation, marketing initiatives, and customer acquisition, fueling sustained growth. The \$100 million mark often attracts investor interest and potential partnerships, opening doors for additional capital and strategic collaborations.

Achieving this milestone also enhances the brand's credibility and positions it as a formidable player in the competitive eCommerce landscape.

A large, stylized red number '2' is positioned on the left side of the page. In the top right corner, there is a tilted image of a US \$100 bill, showing the portrait of Benjamin Franklin and the serial number K44285648 A.

# *THE \$100 MILLION STORE JOURNEY*

## *2.1 Understanding the Path to \$100 Million*

Building a \$100 million eCommerce store is an ambitious goal that requires a well-defined path and a relentless commitment to growth. The journey typically starts with an online store and gradually progresses through various stages of development.

The primary focus is launching the eCommerce store, choosing the niche, sourcing or creating products, setting up an online platform, and developing a marketing plan to attract the first customers. Each store celebrates its small wins at this stage—the first sale, glowing customer feedback, and establishing its brand identity.

As the business gains traction, the emphasis shifts to growing the customer base, investing in effective digital marketing strategies, SEO, social media advertising, and content marketing to attract a wider audience. The focus shifts on providing excellent customer service to retain and convert first-time buyers into loyal customers.



The road to the \$100 million mark is still long, and making it with a single product is hard. At this point, most businesses diversify their product offerings, expand their product lines, or go into related niches. They identify trends and customer needs and introduce new products accordingly.

As the business grows, efficient operations become crucial. This is where your business starts to differentiate from the others.

You start to optimize your supply chain, inventory management, and fulfillment processes to handle increased order volumes. You invest in technology and automation to streamline operations and reduce costs.

Expanding your eCommerce store to international markets can significantly boost revenue. You should evaluate opportunities for global growth, adapt your website for international customers, and navigate the complexities of cross-border logistics and regulations.

Focus on branding, storytelling, and customer engagement to create a memorable and trustworthy image for your store. Consider collaborations and partnerships with influencers or other brands to increase visibility.

You should harness the power of data analytics to make informed decisions. Monitor key metrics such as customer lifetime value, conversion rates, and average order value. Use this data to refine your marketing strategies and customer experience.

As you approach the \$100 million mark, continue to scale your marketing efforts. Experiment with new advertising channels, target larger audiences and invest in customer retention programs to maximize revenue from existing customers.

This path we wrote is just a fraction of the complicated and arduous path to reaching \$100 million. It's a journey that involves overcoming challenges and continuously pushing boundaries to provide value to your customers and grow your business.

# 2.2 Key Milestones and Challenges

These milestones are like stepping stones toward a \$100 million annual revenue. They are not only indicators of progress but also opportunities to celebrate your accomplishments and refine your strategies as you work toward your ultimate goal.

The timeline for achieving these milestones can vary widely based on your niche, market conditions, and the effectiveness of your strategies.

## Milestones

### Achieving profitability

This marks the transition from an idea to a viable business.

### Consumer Spending

Demonstrates that your business model effectively generates consistent sales. It's a strong indicator of growth potential.

### Annual revenue consistently exceeds your costs

Signifies that your business is scalable and can continue to grow without devouring capital.

### Diversification and Product Expansion

Each new product or complementary niche contributes to increased revenue streams, bringing you closer to your target.

### Brand Recognition

Recognition leads to increased organic traffic, customer trust, and, ultimately, higher revenue.

### \$10 Million Annual Revenue

It's a marker that you've moved beyond the small to mid-sized business category and are on the path to becoming a significant player in your industry.

### International Expansion Success

It's noteworthy when international expansion pays off and contributes significantly to your revenue. It diversifies your customer base and revenue sources.

### Strong Customer Retention

Building a base of loyal customers who repeatedly purchase from your store is vital for sustainable growth. High customer retention rates contribute to steady annual revenue growth.

### \$50 Million Annual Revenue

Your business model and strategies are working effectively on a larger scale.

### Operational Efficiency

Your supply chain, inventory management, and fulfillment processes are finely tuned for operational efficiency.

### Strong Online Presence

Expanding your online presence through content marketing, social media, and influencer partnerships can increase traffic and sales, contributing to your revenue target.

### \$100 Million Annual Revenue

It cements your eCommerce store as a major player in your industry and demonstrates the successful execution of your strategies.

# Challenges

While the path to a \$100 million eCommerce store is exciting, it's not without challenges.

## Intense Competition

Staying ahead and growing in this crowded marketplace demands constant innovation, creative strategies, and differentiation.



## Economics Management

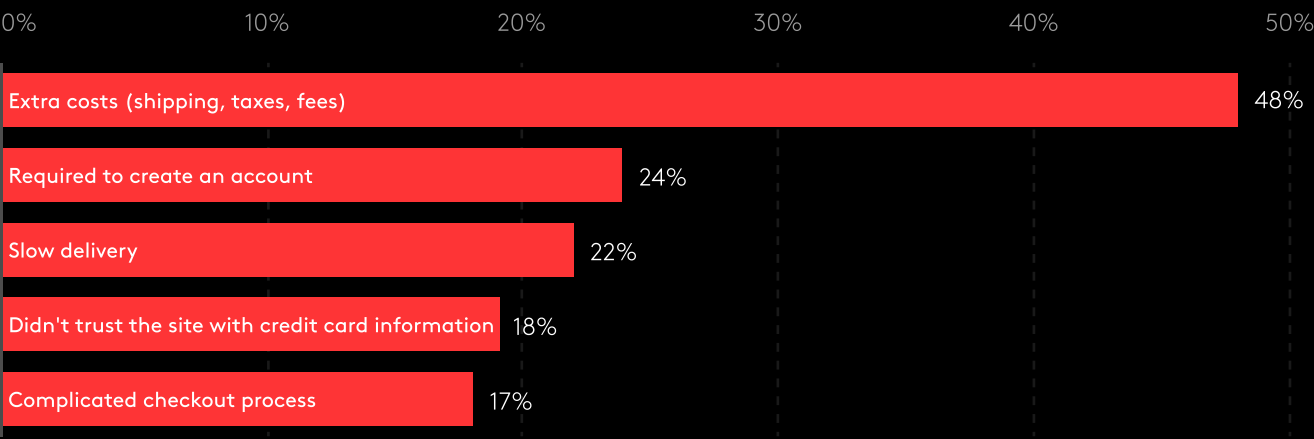
Scaling a business to reach \$100 million in annual revenue often requires substantial capital investment and securing funding.

## Logistics and Supply Chain

Expanding internationally often presents logistical challenges, from shipping to customs regulations. Coordinating efficient supply chains is a hurdle.

### Why Consumers Abandon Their Online Cart

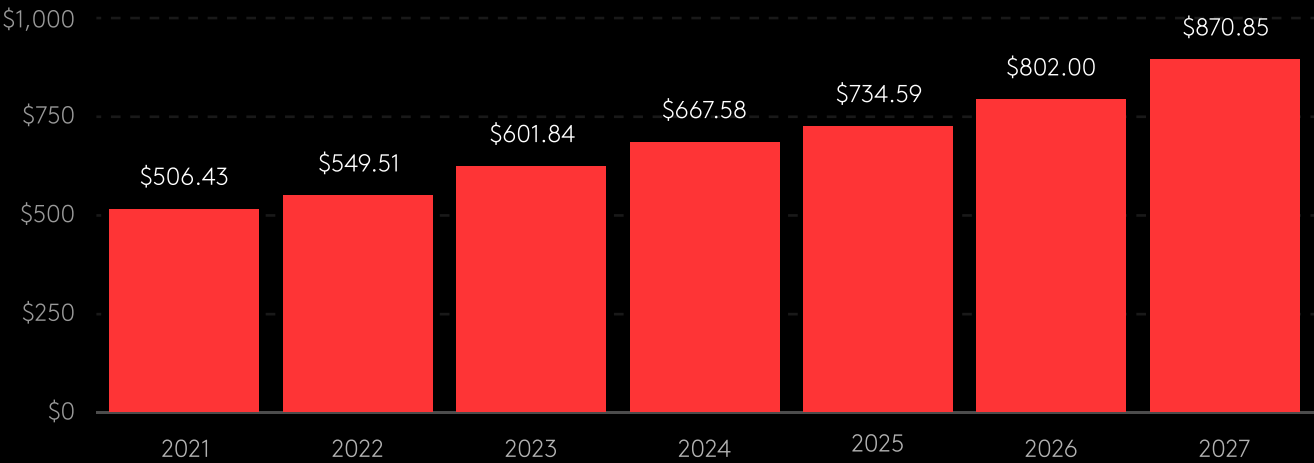
(Source: Statista)



Source: Statista

### Digital Ad Spend Worldwide (2021-2027)

(Billion Dollars)



Source: eMarketer



### **Talent Acquisition**

Finding and retaining skilled employees to support your growing operations can be a significant challenge.

### **Regulatory Compliance**

Navigating the complex landscape of domestic and international regulations can be a significant challenge when expanding your eCommerce store.

### **Technology Infrastructure**

Maintaining and scaling the technology infrastructure of your online store can be demanding. This includes managing server security and ensuring your website can handle increased traffic.

### **Marketing Costs**

Scaling your marketing efforts involves increased spending on advertising and promotional activities.

# *2.3 The Role of Technology in Scaling*

Technology emerges as the cornerstone of success in building a \$100 million annual revenue eCommerce store. As your business expands, technology becomes more than just a tool. It's a strategic ally, aiding you in overcoming the challenges and seizing the opportunities that come your way.

### **Scaling Demands**

As your eCommerce store gains popularity, the influx of customers and web traffic escalates. Robust web hosting and content delivery networks (CDNs) become essential to guarantee a responsive and reliable shopping experience.

### **Personalization Through AI**

Technology-driven inventory management systems enable you to monitor inventory levels, forecast demand accurately, and ensure that you have the right products in stock to meet customer needs.

### **Marketing on Autopilot**

Respond to shifting market dynamics and evolving customer behaviors by using automation software that empowers you to scale your marketing efforts.

### **Harnessing the Power of Data**

You can only make informed decisions by having valuable insights into customer behavior, sales trends, and the performance of marketing campaigns. So don't rely on guesswork.

### **Efficient Supply Chain Management**

Advanced software and technology solutions optimize your supply chain operations, reducing costs and improving efficiency.

### **Enhancing Customer Support**

Chatbots and AI-driven customer support tools are at the forefront, providing timely assistance to customers and promptly addressing their queries and concerns.

### **Fortifying Security**

Advanced security technologies and AI-driven fraud detection systems are sentinels, safeguarding your customers' data and business from cyber threats and fraud increase.

In the quest for a \$100 million annual revenue eCommerce store, technology can help your business scale. The rise of AI and the availability of software solutions for almost every aspect of your business make it possible to adapt and thrive in a rapidly changing eCommerce landscape.

The key to success is implementing these technologies and being adaptable and agile in their use, continuously optimizing and evolving your approach as your business expands.



*SECRETS  
FROM TOP-  
PERFORMING  
STORES*

A background collage of various US dollar bills, including \$100 and \$500 bills, arranged in a circular, overlapping pattern. The bills are in grayscale, with the exception of the red quotation marks at the bottom right.

# Claudiu Cioba

Founder and CEO



*In the fast-changing world of eCommerce, hitting 'The \$100 Million Store' isn't just a lofty goal; it's your ticket to leveling up.*

Our e-book isn't just another boring guide; it's your ultimate playbook to learn from the industry's trailblazers who've set the gold standard. It's time to get inspired, break the rules, and dive into a future where the \$100 million target is just a warm-up.







# TURN VIDEO INTO REVENUE



Build interactive, shoppable video experiences and embed on-site or publish anywhere, at unprecedented scale.

JOIN OVER 1,000 TOP SHOPIFY BRANDS

TRUE CLASSIC

Dr Dennis Gross  
SKINCARE

HAUS LABS  
BY LADY GAGA

thisworks®  
24HR SKIN SOLUTIONS

COPENHAGEN GROOMING

NOOD

GATINEAU  
PARIS

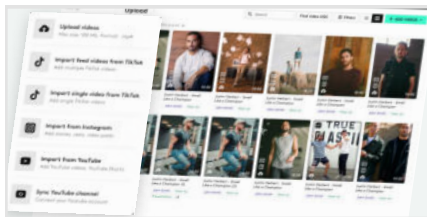
HOLLAND COOPER

LO & SONS

spacegoods

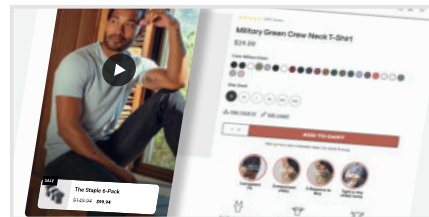
## VIDEO CMS

Upload and import your videos from TikTok, Instagram or YouTube. Organize videos with tags and collections.



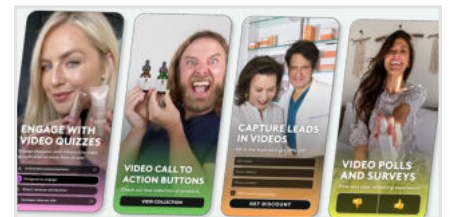
## SHOPPABLE VIDEO

Generate more revenue by allowing shoppers to 1-click purchase products directly from your videos.



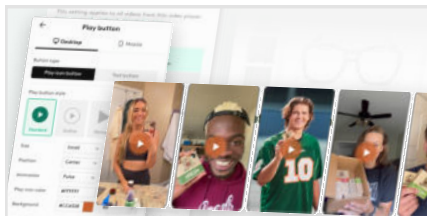
## INTERACTIVE VIDEO

Engage shoppers on-site with video quizzes, branching videos, in-video forms or call to actions.



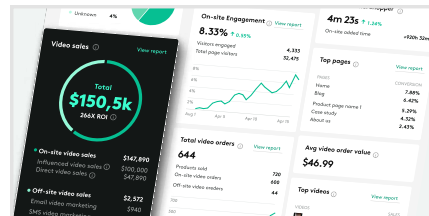
## VIDEO WIDGETS

Over 20 themes of video widgets designed to engage shoppers, distributed at scale on any number of pages.



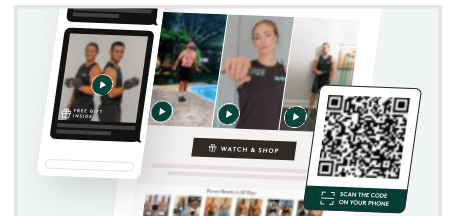
## VIDEO ANALYTICS

Track the full conversion funnel of anyone who watches video and understand what content makes shoppers buy.



## VIDEO MARKETING

Use interactive & shoppable videos on all marketing channels: Email, SMS, QR codes, or as landing pages.



# BOOK YOUR DEMO AND SAVE 25% IN NOVEMBER!

CLAIM MY 25% DISCOUNT NOW!



# How Eczema Honey Lifted their overall site conversion by 25%

## INTRODUCTION

Eczema Honey is a prominent skincare brand that provides relief and comfort to sufferers. Minesh Patel founded the brand with a strong mission to offer safe, nourishing, and indulgent products.

Eczema Honey's commitment to excellence is evident in its use of high-quality, food-grade ingredients known for their skin-loving properties. The brand's products go beyond skincare, becoming essential to people's daily lives.

## INSIGHTS AND STRATEGIES

Eczema Honey faced several challenges in the competitive skincare market. One was effectively communicating the unique value of its products and demonstrating their effectiveness to potential customers.

Eczema Honey collaborated with video integration experts, Videowise, and marketing partner Alpha Inbound to revamp its online presence with videos. Over 200 compelling videos were incorporated seamlessly into the brand's website without compromising page speed or user experience.



## RESULTS

**72% AOV**

Video completion rate +  
average watch time of 1m 48s

**\$100K +**

Revenue at 8% average  
video conversion rate

The strategic use of videos proved highly effective for Eczema Honey. It led to a significant increase in the store conversion rate, rising from 3.1% to an impressive 4.1%. This 1% increase highlighted the power of video content in influencing customer decisions. Furthermore, the adoption of video content positively impacted the brand's average order value (AOV), solidifying its ability to shape customer behavior.

## TECH STACK:

Octane AI: Advanced Quiz Maker  
Shopify Privacy & Compliance  
Videowise Shoppable Video UGC  
Online marketplaces  
Product feeds

[SEE LIVE WEBSITE ↗](#)

# How Dr. Squatch increased their RPS by 3.2% with Videowise before Black Friday

## INTRODUCTION

Dr. Squatch, an all-natural men's personal care product brand, has been trying to redefine how men approach personal grooming, focusing on quality, authenticity, and nature-infused products.

## INSIGHTS AND STRATEGIES

Dr. Squatch challenged with increasing conversion rates and effectively communicating the brand's unique value proposition. With Videowise the brand leveraged content from TikTok and Instagram, and used UGC videos to educate customers about their products. The videos increased visitors' time on site, helping them better understand Dr. Squatch's product value.

All Dr. Squatch's on-site videos are shoppable tagging multiple products or bundles and allowing customers to purchase directly from them.



## RESULTS

**+3.2% RPS**

Revenue per session (RPS)  
increase in the first 30 days.

**\$750K +**

Revenue at 9.9% average  
video conversion rate on-site.

During some of their most successful product campaign, the conversion rate of shoppers who watched videos on-site spiked as high as 26% conversion rate. Since November 2022, Dr. Squatch's visitors have watched over 250K videos, with each visitor spending an average of 1 minute and 40 seconds watching videos. This led to an added time on-site of over 5.8K hours.

## TECH STACK:

Rise.ai: Gift Cards & Loyalty  
Yotpo: Loyalty & Rewards  
VerifyPass  
Kraken - Login as a Customer  
Justuno - Email & SMS Pop ups  
Yotpo Product Reviews & UGC  
Videowise Shoppable Video UGC  
QR Code Generator Hub

# How Dr. Dennis Gross increased AOV by 7% with shoppable videos & video quiz

## INTRODUCTION

Dr. Dennis Gross is a skincare brand known for its proven products and effective treatments and caters unwavering support to individuals at every stage of their skincare journey. The brand encapsulates insights from medical experts, providing a comprehensive range of products and peels. The brand is committed to push the boundaries of skincare advancement.

## INSIGHTS AND STRATEGIES

Dr. Dennis Gross tried Tolstoy before but it was not the right scalable solution for them, and also confronted with the inefficiency of manually trying to embed .mp4 videos on all pages.

With Videowise the brand used bulk video embedding, generated new revenue with shoppable videos, and improved the site conversions and shopper engagement. Videowise enabled efficient content distribution across over 150 pages. The brand also included shoppable UGC videos allowing customers to shop directly within videos. By having an interactive video quiz featuring the founder, the brand created a deeper connection with its audience.

 **VIDEOWISE**

×



**Dr Dennis Gross**  
SKINCARE

## RESULTS

**\$1M+**

Revenue at an 8.2% average video conversion rate.

**\$50K+**

From orders placed directly in shoppable videos.

On average, visitors spent an impressive 1 minute and 34 seconds watching short-form video content. 7% of the video-engaged site traffic ended up placing orders over 5,000 worth over \$1 million at an average conversion rate of 8.2%. One of the most notable outcomes is the remarkable return on investment (ROI) of 328X in 2023 achieved through the influence of Videowise, testifying the significant impact of the video integration strategy.

## TECH STACK:

Yotpo: Loyalty & Rewards

Oxi Social Login

Videowise Shoppable Video UGC

[SEE LIVE WEBSITE ↗](#)

# How True Classic uses Videowise to optimize conversion rates

## INTRODUCTION

True Classic Tees is a brand founded in early 2020 that specializes in basic t-shirts with no branding and simple, solid colors. The focus is on fit, rather than logos or patterns. True Classic offers crew-necks, v-necks, polos, long sleeve, and henley shirts.

## INSIGHTS AND STRATEGIES

In the over-crowded fashion industry landscape, True Classic confronted challenges that demanded innovative solutions.

True Classic used Videowise's proprietary technology to save hundreds of work hours and embed video stories at scale on over 700 product pages. Notably, each product page has its distinct video content, ensuring the brand's messaging remains tailored for every product offering. Videowise offers shoppable videos and video interactions all while being fully interacted with TrueClassic's Shopify store.

Videowise's uses asynchronous small-sized .JS scripts of just 37kb, lazy loaded video widgets, compressed assets and adaptive bitrate streaming video for fast streaming regardless of internet connection or device.

 **VIDEOWISE**

×

**TRUE CLASSIC**

## RESULTS

**13%**

Higher conversion rate of video engaged users.

**\$500K+**

From video engaged shoppers in 2023.

True Classic's audience is not merely viewing videos but actively immersing themselves, with an impressive 2.7 videos watched per visitor and an astounding 70% completion rate. The average watch time per viewer is 1 minute and 21 seconds – indicating the captivating content that holds viewers' attention.

Furthermore, this engagement translates into significant conversion rates. The analytics reveal that these engaged shoppers convert at an average rate of 13%, in 2023

## TECH STACK:

Yotpo: Loyalty & Rewards

Oxi Social Login

Videowise Shoppable Video UGC

## About Adjust Studio

Founded in 2019 and based in Liverpool & London. Adjust Studio are a boutique agency specialising in Shopify, Shopify Plus, Video Production & WordPress web design. We work with brands all over the world in the luxury sector as well as sports and entertainment. Everything we do is service-led and we always want to ensure our clients are happy and well informed when working on projects with us.

### Joshua Wilkins

Managing Director



Video viewers are 1.7x more likely to purchase than non-viewers and by integrating your social media's video content and placing it on your product pages, you are increasing the likelihood of a sale dramatically. We all need convincing when buying products online, and adding a human aspect will always help inform customers in a more comfortable way.

**Adjust.****”**



# Elevating Chris Collins: A 21% Sales Boost and Sephora Milestone

## INTRODUCTION

Having traveled the world in his previous career as a model for Ralph Lauren, Chris Collins developed a love of luxury and a deeper appreciation for fine fragrance.

As the founder and scent storyteller behind his own fragrance brand, Collins brings his connoisseurship to create.

## INSIGHTS AND STRATEGIES

Chris' original website lacked the elegance required to compete with luxury giants like Tom Ford, Dior, and Chanel. Nevertheless, his exceptional background and fragrances have left a lasting impression, establishing a strong global brand.

At Adjust Studio, we elevated Chris's offerings with customizable luxury products. Our 'Coffret Selection' allows users to create personalized fragrance bundles, complemented by 'Travelers' and full-sized bottles from the 'Discovery Set'.

As our client, Chris sought a website redesign on Shopify to align with his brand identity. The new design features a brighter layout, showcasing his exquisite products with ample space for images.



## RESULTS

As a result of social media campaigns, as well as improvements to the store UX & UI. Sales increased by 21% between 2021 and 2022 and further the following year. The strategy was to create products that had a higher average order value, and by giving the customers more customisable choices on their fragrances. As well as this we created a quiz for customers to fill out to match fragrances to their personality. This worked incredibly well for the strategy as users felt more emotionally involved in the product.

Chris' brand continues to grow and he has been featured on various podcasts, billboards in NYC and on TV. World of Chris Collins launched on Sephora's website last year, which made it the first Black-owned fragrance brand stocked by the beauty retailer.

## TECH STACK:

Klaviyo: Email Marketing & SMS  
Infinite Options  
Back in Stock: Restock Alerts



# About Andzen

We help eCommerce merchants turn browsers into buyers and casual shoppers into repeat purchasers.

We do this through advanced email and sms marketing automation utilising platforms such as Klaviyo, Okendo, JustUno and of course Videowise - to name a few.

## Brenden Rawson

Founder and CEO



The single biggest low hanging fruit is comparing the performance of your automation sequences with industry benchmarks like those provided by Klaviyo. If your flows aren't at least comparable - then there is opportunity to improve this. Use data insights from all your tools (such as Videowise) to build out more comprehensive email & SMS sequences to boost revenue and drive ROI.

ANDZEN.

”

# LPD's Black Friday Strategies Yield 67.1% SMS Conversion



## INTRODUCTION

Little Party Dress is an online boutique that specializes in affordable pieces that make you feel fabulous.

They focus on curating unique styles with a signature LPD twist, featuring bold prints, added sleeves, elastic waists, and pockets. They aim to make you feel comfortable, confident, and ready to step out the front door.

## INSIGHTS AND STRATEGIES

Little Party Dress saw Black Friday as an opportunity to engage with passionate customers and collect valuable information. We used the hype around Black Friday to collect customer mobile numbers and consent for BFCM alerts. We also segmented customers based on loyalty program membership.

We built data capture forms on the LPD website, offering Black Friday sale information in exchange for mobile numbers. Loyalty program members received exclusive early access to the sale via SMS alerts with discount codes. Non-loyalty members provided their mobile numbers to receive sale alerts. This opened the door for personalized SMS communication in the future.

We created two SMS campaigns in Postscript. The first campaign was sent to loyalty members the night before Black Friday, offering a 20% discount sitewide. The second campaign was sent on the morning of Black Friday, announcing the official start of the sale.

## RESULTS

We collected 4,405 new mobile numbers from LPD's customers in just one week. The SMS campaigns were successful, with a conversion rate of 67.1% and \$42.65 earned per message sent to loyalty members. For non-loyalty members, the conversion rate was 43.8%, and the earnings per message sent was \$12.14.

## TECH STACK:

Smile: Loyalty & Rewards  
Geolocation  
Boost AI Search & Filter

# Moana Bikini's Automated Influencer Marketing Skyrockets Engagement



## INTRODUCTION

Moana Bikini is an Aussie owned and based swimwear store known for their vibrant prints and cheeky cuts in reversible styles. Moana was established in 2011 in partnership with a Hawaiian-owned brand and has since continued to grow.

## INSIGHTS AND STRATEGIES

Moana Bikini is a highly popular swimwear brand on Instagram, with a strong online presence and a loyal following of customers known as the Moana Army. By automating influencer marketing using Gatsby, Klaviyo, and Justuno.

Gatsby is a fully-automated CRM tool that syncs data with Klaviyo, allowing businesses like Moana to track the success of their strategies. It also provides features like organizing Instagram users based on their number of followers, making it easier to allocate rewards and identify influencers for collaborations.

For Moana Bikini's automated influencer marketing strategy using Gatsby, we optimized Data Capture forms, achieving a 68.9% engagement rate and collected Instagram handles by incentivizing tags. We also launched an email campaign, surpassing the Klaviyo benchmark by 30.8% in click rate and 2,400% in conversion rate.

We've then established email automations with Gatsby, which included the Post Purchase series offering affiliate codes, resulting in the first Gatsby Nurture Series email surpassing Klaviyo benchmarks by 76% in open rate, 520% in click rate, and 764.8% in placed order rate.

## RESULTS

# 68.9%

Engagement rate on Data Capture forms.

Collected Instagram handles by incentivizing tags.

Surpassed Klaviyo benchmark by 30.8% in click rate and 2,400% in conversion rate for email campaign

Surpassed Klaviyo benchmark by 76% in open rate, 520% in click rate, and 764.8% in placed order rate for the first Gatsby Nurture Series email

## TECH STACK:

Smile: Loyalty & Rewards

Justuno - Email & SMS Pop ups

Gatsby: Ambassador Manager

# Runway Scout Doubles Desktop Engagement with Pop-up



## INTRODUCTION

Runway Scout is a Brisbane-based online fashion retailer. Starting out in 2012 from founder Susan's two bedroom apartment, Runway Scout has since flourished, shipping to over 80 countries worldwide. Runway Scout's collection is wearable and affordable – carefully selected so that customers can add staple pieces to their wardrobes.

## INSIGHTS AND STRATEGIES

Pop-ups can be effective for capturing and nurturing potential customers on eCommerce sites. We improved Runway Scout's data capture strategy and customer nurturing by implementing the following forms:

-  New Visitor Pop-Up (no incentive)
-  Returning Visitor Pop-Up (10% off incentive)
-  Exit Intent Pop-Up (10% off incentive)

We used Justuno to design desktop and mobile-specific forms that collected visitors' names and email addresses, with an opt-in for Messenger marketing. Despite targeting tactics, the desktop exit intent pop-ups underperformed.

To address this, we modified the pop-up placements and conducted A/B testing.

Full-screen pop-ups, though interruptive, effectively catch the attention of exiting visitors. Properly designed and tested pop-ups, like those on Justuno, can significantly enhance sign-up rates and email marketing opportunities.

## RESULTS

# 240%

**Increase in desktop engagement.**

The A/B testing initiative resulted in a remarkable 240% increase in desktop engagement. The strategic modifications to pop-up placements, particularly the implementation of full-screen exit intent pop-ups, played a pivotal role in capturing the attention of exiting visitors.

## TECH STACK:

Klaviyo: Email Marketing & SMS  
Justuno - Email & SMS Pop ups  
Kiwi Size Chart & Recommender  
Back in Stock: Restock Alerts  
PushOwl

## About Blue Owl

Blue Owl Agency is an eCommerce agency committed to helping businesses excel in the digital marketplace and Shopify environment. Our mission is to empower businesses with innovative solutions tailored to the ever-expanding eCommerce landscape. We offer a wide range of services, including eCommerce website design, optimization, inventory management, payment integration, and user experience enhancement. Whether we are talking about launching a new eCommerce venture or scaling an existing one, our strategies align with both.

### Chris Stola

CEO of Blue Owl



I look deep into the company and always try to find unique characteristics that make that company great in its industry. Together with the team, we develop digital marketing services for SMB clients. Besides my consulting and design work, I am also a business owner, which gives me extensive information and user experience in business functions. I always say that if you want to help other people build great businesses, you must first build them yourself with blood, sweat, and tears. If you don't experience that, you will never reach an exceptional level as a business mentor or consultant.

”

# Paul Rich's European Rise to Watch Brand Dominance

## INTRODUCTION

Paul Rich is the premier source for classic, expertly crafted watches made with integrity from cutting-edge materials.

## INSIGHTS AND STRATEGIES

Paul Rich's aspiration to enter the European market encountered challenges such as adapting their sales process, product restructuring, improving load times, creating a discount bundle system, code rectifications, and integrating logistics.

Addressing these, together we:

- 🔍 Introduced a custom discount bundle system that promoted customer loyalty.
- 🔍 Implemented IP geolocation, ensuring customers accessed region-specific sites.
- 🔍 Optimized the website code, which not only fixed operational problems but also enhanced user satisfaction.
- 🔍 Adopted ShopifyPlus with integrated plugins, facilitating a seamless European shopping experience.
- 🔍 Collaborated with logistics giants like FedEx, Shipbob, and DHL for efficient order handling.
- 🔍 Fostered customer retention through a rewarding loyalty program.
- 🔍 Enhanced user interface and experience, further reducing product loading times.



## RESULTS

As a result, Paul Rich solidified its standing as a premier watch brand in Europe, backed by improved site performance, increased customer loyalty, and a targeted website for European clientele. The integration of strategic solutions, partnerships, and technologies was pivotal in surmounting their initial challenges.

## TECH STACK:

PreProduct next-gen pre-order  
Zendesk  
Pandectes GDPR Compliance  
Riskified  
Judge.me Product Reviews  
CreditsYard — Store Credit



# About Coalition Technologies

Coalition Technologies is one of the leading SEO & web design agencies in the United States. We are a team of expert developers, inspired creatives, passionate digital strategists, and talented marketers. Coalition has a 97% client retention rate and a 99% client satisfaction rate. Our customers earn a combined \$10,000,000 in monthly revenue through online sales. They also receive nearly 15,000,000 visits each month through their websites.

In the digital realm, where competition is fierce and innovation is the currency, Coalition Technologies thrives in delivering digital marketing excellence to all of our clientele. We have carved a niche in propelling Shopify brands toward the coveted \$100 million revenue milestone.

## Jordan Brannon

President



Most critical to reaching the \$100M mark is having (and maintaining) a clearly, differentiated reason for customers to purchase from you. Brands that make their reason for existing easy to understand and consistently identifiable are brands that have a shot at unparalleled success.



# Color Cord's Digital Revolution: 84% Surge in Organic Revenue and Doubling of Site

## INTRODUCTION

Color Cord Company was founded in 2013. This cloth-covered electrical wire and cord company offers both high quality and design to home and business customers. Since starting with us 16 months ago, year over year, organic revenue has increased by 84%, and organic revenue increased by 88%.

## INSIGHTS AND STRATEGIES

Some of the tasks we have completed include that we fixed duplicate content issues, designed a new mobile layout, and redirected 404 errors. We also have created a content strategy and fixed links that were redirecting externally.

Compared to last year, the site is receiving 84% more organic sessions, from 15k organic sessions in the previous year to 28k sessions this month. There has also been a 134% increase in organic new users. Overall, there was a 109% increase in traffic to the site this month compared to last year, with sessions increasing from 40k sessions to 83k.

New users also saw an improvement, growing 148%. Compared to this time last year, monthly organic revenue has increased from \$35k to \$65k, representing an 88% increase. Overall revenue has increased by 68% since last year, increasing from \$104k in overall revenue last year to \$174k in overall revenue this year.

**COALITION**  
SEO • PPC • WEB DESIGN • SERVICES COMPANY

COLOR CORD COMPANY<sup>®</sup>

## RESULTS

Compared to last year, the results are:

- Organic sessions: 84% increase.
- Organic new users: 134% increase.
- Overall site traffic: 109% increase.
- New users: 148% increase.
- Monthly organic revenue: 88% increase.
- Overall revenue: 68% increase.

## TECH STACK:

qikify Smart Menu - Mega Menu  
Chatra — Live Chat & Chatbot  
Klaviyo: Email Marketing & SMS  
Share Lab  
Justuno - Email & SMS Pop ups  
Back in Stock: Restock Alerts

# Rainbow Symphony's Digital Triumph: 339% Boost in Organic Revenue and a 282% Traffic Leap

## INTRODUCTION

Rainbow Symphony is a paper glasses store that offers everything from 3D glasses to eclipse viewing glasses to fireworks glasses. Since we began working with Rainbow Symphony, their monthly organic revenue has increased by 339%.

## INSIGHTS AND STRATEGIES

Some of the SEO fixes we made include updating their sitemap, fixing issues with their shopping cart, retaining link values, and optimizing product images. We also wrote copy, built quality links, and made the site mobile-compatible. We continue to work with Rainbow Symphony to make improvements to their rankings.

In comparison to last year, the site is receiving 371% more organic sessions, from 6k organic sessions in the previous year to 30k sessions this month. There has also been a 72% increase in organic new users. Overall, there was a 282% increase in traffic to the site this month compared to last year, with sessions increasing from 214k sessions to 80k.

Compared to this time last year, monthly organic revenue has increased by 339%, and the quantity of organic transactions has increased by 74%. Overall revenue has increased by 181% since last year, from \$23k in overall revenue last year to \$65k this year.

**COALITION**  
SEO • PPC • WEB DESIGN • SERVICES COMPANY

**Rainbow  
Symphony**

## RESULTS

Compared to last year, the results are:

- Organic sessions: 371% increase.
- Organic new users: 72% increase.
- Overall site traffic: 282% increase.
- Monthly organic revenue: 339% increase.
- Organic transactions: 74% increase.
- Overall revenue: 181% increase.

## TECH STACK:

Klaviyo: Email Marketing & SMS  
Privy - Pop Ups, Email, & SMS  
Instafeed - Instagram Feed  
Affiliatly Affiliate Marketing  
Omega Instant Search

# Wildly Organic's Digital Harvest: A Stellar 6,100% ROAS and Organic Traffic Dominance

## INTRODUCTION

Wildly Organic is an independent organic food company that promotes happier and healthier lives through their natural ingredients. They are committed to bringing their community wholesome, sustainably sourced organic ingredients and offer plenty of recipes and tutorials on their website.

## INSIGHTS AND STRATEGIES

Some of the tasks we have completed so far for this organic food company include writing and launching targeted Google Ads, writing optimized copy, and updating their homepage design. We have also found and fixed missing product images on home and category pages and updated promotional banners and codes.

Having been with us for 2 years, they have seen a Return on Ad Spend (ROAS) of 6,100%, with a spend of \$2,188 resulting in a revenue of \$134,115. Organic traffic also made up 50% of all traffic to their site.



## RESULTS

Tasks completed:

- Launched targeted Google Ads.
- Wrote optimized copy.
- Updated homepage design.
- Fixed missing product images.
- Updated promotional banners and codes.

ROAS: 6,100% (\$2,188 spend → \$134,115 revenue).

Organic traffic contribution: 50% of total traffic.

## TECH STACK:

Stamped Product Reviews & UGC  
Social Media Icons by Elfsight  
Smile: Loyalty & Rewards  
Oxi Social Login  
AdRoll Marketing & Advertising  
Klaviyo: Email Marketing & SMS  
Hextom: Quick Announcement Bar  
Instafeed - Instagram Feed  
Affiliatly Affiliate Marketing  
ShareASale  
Pro Blogger  
Avada SEO & Image Optimizer  
Zonos Duty and Tax  
DiscountYard — Stack Discounts  
Boost AI Search & Discovery  
Stamped Product Reviews & UGC

[SEE LIVE WEBSITE ↗](#)

# Truewerk's Digital Tailoring: A 422% Organic Revenue Surge in Just 7 Months

## INTRODUCTION

Truewerk is a performance workwear company that offers specialty fabrics in their clothes that fit the job at hand. After just 7 months with us, Truewerk saw a 244% increase in yearly organic traffic and a 422% increase in their organic revenue year over year.

## INSIGHTS AND STRATEGIES

Some of the tasks we have completed so far for this workwear site include writing optimized copy, obtaining online PR opportunities, and updating internal links that were showing 404 error pages. When their new site launched, we also ran multiple scans of their site and fixed errors found in their product schema.

After 7 months with us, yearly organic traffic sessions increased by 244%, new users increased by 136%, transactions increased by 432%, and organic revenue increased by 422% from \$20k last year to \$102k this year. For yearly overall traffic, sessions increased by 342% and revenue increased by 304% from \$169k to \$683k.



**COALITION**  
SEO • PPC • WEB DESIGN • SERVICES COMPANY

**TRUEWERK**

## RESULTS

- Yearly organic traffic sessions: 244% increase.
- New users: 136% increase.
- Transactions: 432% increase.
- Yearly organic revenue: 422% increase (\$20k to \$102k).
- Yearly overall traffic: 342% increase.
- Yearly revenue: 304% increase (\$169k to \$683k).

## TECH STACK:

Privy - Pop Ups, Email, & SMS  
Hulk Form Builder  
Yotpo Product Reviews & UGC  
Consentmo GDPR Compliance  
Back in Stock: Restock Alerts  
Shopify Privacy & Compliance  
Boost AI Search & Discovery  
EG Auto Add to Cart Free Gift

## About Coldsmove

Coldsmove Creative is a leading Shopify Plus Partner. Since 2016, Coldsmove has worked with the fastest-growing merchants on Shopify Plus, like ILIA Beauty, BYLT Basics, and Sid Mashburn.

### Mark Shesser

Founder of Coldsmove



Everything we do starts with a clear picture of two things: where you are and where you want to be. Then, we figure out how to get you from A to B and beyond. With Coldsmove, clients get enthusiastic innovation, gritty determination, and a partner who champions results.

*\* Coldsmove*

”



# Revolutionizing BYLT Basics: A Swift Shift to Scalable Headless eCommerce Ahead of Peak Season

## INTRODUCTION

BYLT Basics is a fast-growing startup from Southern California with a mission to revolutionize clothing essentials.

## INSIGHTS AND STRATEGIES

BYLT Basics, an ambitious apparel company, aimed to boost their competitiveness by enhancing their ecommerce site. Given their size and goals, they explored a headless platform and approached Coldsmove for our expertise, inspired by our success with brands like ILIA Beauty.

Our objective was to establish a scalable tech foundation for BYLT Basics, enabling their team to focus on creating quality clothing while our ecommerce platform managed sales. Working closely with BYLT, we assessed their tech, pain points, and future goals to create a flexible site architecture. Our project kicked off with a Discovery phase involving our technical and strategy teams to craft a roadmap, meeting an aggressive deadline.

On an accelerated timeline, our teams collaborated and got to work to recreate their native Shopify storefront on a headless architecture, leveraging modern frontend frameworks, Contentful as a content management system, and API integrations of necessary applications and services to ensure that BYLT had a tech stack that was scalable, fast, and encouraged a high volume on transactions.

We were able to launch ahead of a busy holiday season, and customers were thrilled.

\* Coldsmove

BYLT  
PREMIUM BASICS

## RESULTS

75%

Revenue increased

16% AOV

Increased

52%

Transactions increased

SEE LIVE WEBSITE ↗

# About Fera

Fera is the ultimate review app for managing and growing your store's customer reviews, photo reviews, and video reviews. Showcase product reviews without sacrificing your brand's aesthetics, import reviews from Google, Facebook, Etsy, and more, and schedule automatic review requests to gather customer reviews and feedback. With complete customization options for your product reviews and multi-language support, Fera reviews app effortlessly showcases your product reviews and grows your business.

## Jameela Ghann

Marketing Manager at Fera



Authenticity and verification are the cornerstones of trust in the digital age. Ensure that the reviews on your site are not just testimonials but genuine and verified expressions of customer experiences. Transparency breeds trust, and trust breeds success.



# Sonu Sleep: Elevating Athletic Performance Through Targeted Sleep Solutions and Authentic Testimonials

## INTRODUCTION

Sonu Sleep is a brand specializing in sleep solutions designed for side sleepers, with a particular focus on enhancing athletic performance. They have successfully built a community of athletes and enthusiasts who prioritize rest as a critical component of their success.

## INSIGHTS AND STRATEGIES

Sonu Sleep's remarkable journey was shaped by their unwavering commitment to building a community and catering to the unique needs of side sleepers, particularly athletes.

With Fera as their partner, they harnessed the power of customer reviews to build trust and engagement within their niche audience. Crucially, Sonu Sleep used Fera's review platform to highlight user testimonials that specifically addressed how improved sleep positively impacted them.

These success stories resonated deeply with their target audience, showcasing the brand's unique value proposition. Athletes found tangible benefits in using Sonu Sleep's products, and their feedback became a compelling testament to the brand's effectiveness. In fact, over 11,000 shoppers were influenced by the reviews displayed through Fera alone.



## RESULTS

11,000

Influenced shoppers

## TECH STACK:

ShareASale

DiscountYard — Stack Discounts

# *Fiji Water: Embodying Premium Quality Through Authentic Branding and Verified Reviews*

## *INTRODUCTION*

Fiji Water is globally recognized for its premium, artesian water sourced from the remote Yaqara Valley in Fiji. The brand is synonymous with exceptional taste and product consistency.

## *INSIGHTS AND STRATEGIES*

Fiji Water's journey to becoming a global brand involved a strong focus on product quality and brand experience. They partnered with Fera to use customer reviews to build trust and engagement.

A key strategy was using the Fiji Water logo instead of traditional review stars. This added a unique touch to their website and reinforced their brand identity.

Customer reviews with the Fiji Water logo showcased the brand's quality and authenticity, distinguishing them in the market.



## *RESULTS*

Fera played a key role in this transformation by integrating their review platform into Fiji Water's store. By leveraging the power of reviews, Fiji Water built trust and created a sense of community among customers. Genuine reviews from satisfied customers resonated with potential buyers and reinforced Fiji Water's reputation as a premium brand. Moreover, Fiji Water ensures authenticity by verifying all reviews through Fera. This increased trust has influenced over 169,000 shoppers.

## About Flowium

Established in 2017, Flowium is a visionary agency dedicated to harnessing the unparalleled power of email marketing for businesses. Their founder recognized the untapped potential of this channel and set out to develop groundbreaking strategies that not only prioritize customer retention but also translate it into consistent revenue growth. At Flowium, they believe in transforming the way businesses communicate with their customers, ensuring lasting relationships and steady financial growth.

### Andriy Boychuk

Founder



As I heard during one of the seminars I attended, 'Retention is the new acquisition.' With the strong economy of the last few years, we have become somewhat complacent in our approach to business. Retention is the key to building a sustainable business, where you maintain and increase customer lifetime value to reach \$100 million in revenue or more.



# RSVLTS: Elevating Brand Loyalty Through Targeted Strategies and Seamless Integration

## INTRODUCTION

RSVLTS is an apparel brand born from a love of sports, pop culture, and above all, having a kickass time. Founded in Hoboken, New Jersey, by two Seton Hall alumni, they turned a crushing cease and desist from a major movie studio into an official clothing partnership.

## INSIGHTS AND STRATEGIES

Over the past three years, our team has collaborated closely with the RSVLT team. In 2022, after careful analysis of past performance data, we jointly decided to prioritize the expansion of the loyalty program. This decision was driven by the recognition that loyal members hold greater value for the company. Consequently, we set an ambitious goal to nearly double the membership in 2022, focusing our strategic efforts on enhancing the growth of this vital aspect of our business.

To initiate our project, we developed a comprehensive email marketing strategy centred around the loyalty program. We carefully outlined each stage in the loyalty member journey and devised behavior-triggered automations to boost conversion rates for new loyalty members.

Three email marketing funnels were built for a loyalty program: one sending monthly points statements to members, another promoting program benefits to non-members, and the third enhancing member experience. Additionally, monthly "Double Points" campaigns incentivized non-members to join.



## RESULTS

186%

Increase in Loyalty Memberships

445% AOV

Increase in AOV from Non-loyalty Members

24%

Reduction in Order Turnaround Time

## TECH STACK:

Loox Product Reviews & Photos  
Candy Rack | All-in-One Upsell  
VerifyPass  
Accessibly  
Carro: Collaborative Commerce  
Hulk Form Builder  
RecoverMyCart  
Smile: Loyalty & Rewards  
Back in Stock: Restock Alerts  
Geolocation  
ShareASale  
Refersion: Affiliate Marketing  
Nova: EU Cookie Bar GDPR



# Danil Saliukov

CEO and Co-founder



At Insense, a strategy we love for DTC brands is product seeding (aka influencer gifting) which enables brands to get authentic content and grow organic reach at zero cost. The goal of product seeding campaigns is to generate buzz and grow brand awareness by sending influencers free or discounted products in exchange for their honest review, and if they love your product they will post it organically on their social media accounts. Why product seeding now in Q4?

- Authentic influencer content: Amidst UGC authenticity issues, product seeding engages creators who align with your brand, fostering organic buzz and discussions.
- Source UGC for ads: Get fresh, authentic content for ad creatives.
- Amplify organic reach: Tap into creators' audiences.
- Affordable way to start influencer marketing: Costs are typically just shipping and product costs, with great benefits.

Insense streamlines influencer sourcing by allowing you to filter and select profiles that fit your campaign criteria, facilitating direct applications within 2-3 days, all without the need for outreach.



# Solawave's TikTok Triumph: Harnessing UGC for Stellar Engagement Rates



## INTRODUCTION

Solawave is a skincare technology company formed by a team of entrepreneurs, engineers, and skincare aficionados on a mission to make science-backed skincare accessible to everyone.

## INSIGHTS AND STRATEGIES

Solawave wanted to create a social buzz on TikTok and at the same time acquire assets to be repurposed across different channels at a competitive cost. They assigned one social media manager to brief, communicate, and collect assets from creators in a 2-3 week timeframe. What made their strategy successful:

- Introduced a custom discount bundle system that promoted customer loyalty.
- Implemented IP geolocation, ensuring customers accessed region-specific sites.
- Optimized the website code, which not only fixed operational problems but also enhanced user satisfaction.
- Adopted ShopifyPlus with integrated plugins, facilitating a seamless European shopping experience.
- Collaborated with logistics giants like FedEx, Shipbob, and DHL for efficient order handling.
- Fostered customer retention through a rewarding loyalty program.
- Enhanced user interface and experience, further reducing product loading times.

## RESULTS

After using InSense the brand received 244 applicants for their product seeding campaign to source raw UGC assets for TikTok ads and achieved a 5% average engagement rate on their ads.

## TECH STACK:

Justuno - Email & SMS Pop ups  
Octane AI: Advanced Quiz Maker  
Paloma: Sell in Instagram DMs  
ReturnGO Returns & Exchanges  
Weglot - Translate Your Store  
Kustomer  
Mulberry Product Protection  
Nosto

# GoPure's Influencer Outreach Mastery: Building Brand Awareness through Targeted TikTok Collaborations

## INTRODUCTION

GoPure is a skincare brand on a mission to clean up skincare routines. That's why they've created a better approach to beauty, powered by safe, clean, active ingredients that mean real results.

## INSIGHTS AND STRATEGIES

GoPure was looking for a streamlined process to find and build relationships with 40+ female creators for their top of the funnel strategies and build awareness while repurposing the content in different channels. What made their seeding strategy successful:

- 📺 Using Insense filters to find and engage with 40+ female creators to test their products
- 📺 Choose to send creators product bundles over single products
- 📺 Once receiving content, they uploaded it to a common drive in the marketing department, Media buyers were able to go in there and use some of the content in mashups for Paid Media.
- 📺 Hiring creators at scale to favor a high conversion rate from hired to complete collaboration
- 📺 Found creators to work with them in other collabs after the first seeding participation



## RESULTS

GoPure chose 170 influencers to send a product to, out of 525 that applied and asked for a 20-second honest review video. They received over 140 UGC video assets for TikTok while building a long-term relationship with some of the influencers.

## TECH STACK:

ShareASale  
Shopify Privacy & Compliance  
ReturnGO Returns & Exchanges  
Shogun Landing Page Builder  
Shop Quiz: Product Recommender  
Videowise Shoppable Video UGC  
Order Deadline  
Geolocation

# WaveBlock: How Biohacking and Social Media Sparked 300+ Monthly Testimonials



## INTRODUCTION

WaveBlock is an electronics brand which is dedicated to biohacking as a defense against harmful radiation from EMF waves emitted from electronic products.

## INSIGHTS AND STRATEGIES

They wanted to increase their presence on social media platforms and decided to start with Product Seeding so that the word would be out. They had a 2 step approach:

- a) Micro-influencers being hired in volume (product seeding or low-cost campaigns) so that enough creators would be posting about them,
- b) best pieces of videos were being repurposed on their social media and eventually boosted as paid.

The Instagram account of Waveblock became the main customer acquisition channel of the business after implementing influencer marketing/UGC. What made their strategy successful:

-  They chose eye-catching products, popular among Gen Z  
Used InSense to provide simple briefs to creators, giving them the option to post the content based on their experiences
-  1 person in the team dedicated to communicating with the creators promptly, building relationships and engaging with the creators during and after the posts via comments and likes.
-  As they understood that awareness and volume of creators go together, they had a mix of campaigns, 50% seeding base with no payment involved, and 50% paid campaigns with a low budget of USD 50 or less, which still attracted a good pool of creators.

## RESULTS

WaveBlock received 300+ product testimonials and reviews for TikTok and Instagram per month, spending \$50 on average per collaboration after using InSense.

## TECH STACK:

Shogun Landing Page Builder  
Instafeed - Instagram Feed  
AfterShip Order Tracking  
ShareASale  
Refersion: Affiliate Marketing  
Geolocation  
Lucky Orange Heatmaps & Replay  
Smile: Loyalty & Rewards  
Product Reviews  
Judge.me Product Reviews  
Shopify Inbox  
Show Recent Orders | Urgenzy

# About In Social

In Social is a digital marketing agency that acts as the outsourced marketing department for our clients. We offer many services, from social media and PPC management to website design and influencer marketing. We strategically implement strategies to help our clients succeed online.

## Jess Grossman

Founder & CEO



eCommerce success doesn't happen overnight or in a bubble. It takes consistent, cohesive, and collaborative efforts across multiple marketing channels to reach that \$100m mark.

In Social's "Full Circle Approach to Digital Marketing" - the methodology we apply to all our marketing- efforts - is how we've brought success to our merchants. It focuses on the fact that customers will engage with a brand wherever they choose, and it is the brand's job to be there, as soon as possible, with consistent messaging, promises, and brand voice, across all channels. In doing so, customers are more likely to develop brand affinity or loyalty, which ultimately leads to an increase in sales and the brand's bottom line.



# How this artisanal meat subscription service got acquired in just 1 year after repairing their brand

## INSIGHTS AND STRATEGIES

In Social was hired to revive CC's declining brand using our "Full Circle Approach to Digital Marketing." We addressed customer service issues, enhanced operational efficiency, and aligned marketing messages. Within days, we had significantly reduced customer complaints and CC expanded our role to encompass their entire marketing spectrum.

The outcomes we achieved were nothing short of remarkable:

- Our email strategy, implemented through Klaviyo, achieved an average ROAS of +5x per email on a 70k subscriber list, which in turn facilitated the creation of Meta audiences.
- We revitalized the brand's social following, dormant for a year, and expanded it to over 130,000 followers, serving as a valuable asset in Meta advertising.
- Our comprehensive digital ad strategy produced an impressive 3.31 (Meta) and 8.5 (Google) ROAS.
- We reduced response time on Zendesk to under 5 minutes, with a remarkable increase in customer satisfaction ratings from 63% to 90% within just one month.
- We improved operational efficiency.
- We conducted extensive photoshoots that provided 12 months' worth of product imagery for various digital touchpoints.
- Ongoing website management was efficiently carried out through Magento.
- Our active engagement with 5-star reviews bolstered social proof for the brand.
- The implementation of multi-channel holiday campaigns, such as Father's Day, generated substantial revenue surges.



## TECH STACK:

Justuno - Email & SMS Pop ups  
AdRoll Marketing & Advertising  
Hulk Product Reviews  
Hulk Form Builder  
Carro: Collaborative Commerce  
Smile: Loyalty & Rewards  
Back in Stock: Restock Alerts



# How this anti-chafe apparel brand sold out their product season over season.

## INSIGHTS AND STRATEGIES

This anti-chafe underwear brand transformed from a small organic following to consistent sell-outs with In Social's "Full Circle Approach to Digital Marketing." Through authentic content creation, organic algorithm strategies, email list building, and stellar customer service, we grew their organic following into a high-performing audience, boosting yearly revenue by 100x. Over four years, we evolved from handling social channels to managing multi-touchpoint campaigns, efficiently boosting revenue through ads and email. We used organic social data for messaging, maintained an engaged following, and showcased brand authenticity by addressing customer issues publicly, proving our brand's responsiveness and commitment to customer satisfaction.

Here's what we accomplished:

-  Grew organic following from 500 to 20,000+ in 2 years.
-  Expanded the email list from 1,000 to 60,000, yielding an average 4x return.
-  Managed 40+ daily customer service tickets and website chats via Gorgias.
-  Achieved an average 3.1 ROAS on Meta and Google ads.
-  Enhanced Shopify website, maintaining an 8% conversion rate.
-  Cultivated influencer network for organic and paid content.
-  Secured features in BuzzFeed, Bustle, Refinery29, and more for brand visibility.
-  Remarkable customer dedication led to a competitor going out of business.



# TS

## TECH STACK:

Klaviyo  
Georgias  
Privy - Pop Ups, Email, & SMS  
ShareASale  
Judge.me Product Reviews  
Appikon - Back In Stock

# How this skincare brand increased their monthly Meta ad revenue by over 70%

## INSIGHTS AND STRATEGIES

Store 3 Success Story: insights, strategies, tips for success  
In Social significantly boosted a skincare brand's monthly Meta ad revenue by over 70% from January to September 2023 while maintaining a positive ROAS. We were initially brought in to replace an agency struggling to achieve a consistent 2x ROAS.

Our approach is data-driven, and we collaborated closely with 3S, ensuring a "Full Circle Approach to Digital Marketing." We conducted rigorous creative testing, analyzed audience interactions, and scaled effectively. Recognizing distinct audience behavior in two target countries, we tailored the strategy to enhance brand awareness and core value propositions.

Using Triple Whale's Creative Cockpit and data-driven insights, we achieved remarkable results, demonstrating our commitment to data-driven success.

Here's what we have (and continue to) accomplished:

- Created full digital advertising funnels on Google and Meta.
- Leveraged agency and client data for a holiday campaign resulting in a 44x Meta ROAS in November 2022.
- Implemented a rigorous creative testing process, boosting CTR by 33% with weekly ad launches.
- Increased Meta ad revenue by 75.94% and Google ad revenue by 78.39% from January to September 2023.
- Reviewed and improved additional touchpoints like landing pages, email campaigns, and organic social.
- Achieved a consistent 4x blended ROAS.
- Raised repeat customer rate by 9%, ensuring profitable and valuable customer acquisition.



# 3S

## TECH STACK:

Product Reviews

# About Inveterate

Inveterate lets you customize your membership program from the ground up, from complimentary rewards to exclusive, paid options.

## Dylan Whitman

Co-founder and CEO



Loyalty programs have been around forever, but today's customers are looking for something more personalized - both to themselves and to your brand. Your loyalty program should be the core of a holistic retention strategy for your brand. Paid memberships give merchants the ability to create a totally customized loyalty experience, offering perks such as exclusive content and products, store credit, and exclusive discounts.

Additionally, membership provides customers control over access and price allowing for tiered loyalty perks that evolve with brand connection depth. As stores grow, so does customer loyalty. Establishing a consistent presence in the customer's purchase journey.

# How Wandering Bear Coffee Attracted 32% New Customers & Increased Member Net Sales by 48%

## INTRODUCTION

Wandering Bear is a producer of cold coffee brewing products. Its products include strong and fresh customized cold brew coffee in a box with a tap that eliminates air and light from entering the packet, which makes the coffee get served fresh anytime throughout the day and can be stored in-home or office fridges.

## INSIGHTS AND STRATEGIES

Wandering Bear collaborated with Inveterate to create The Pack Membership, enhancing their existing subscription program. This membership offers customers perks such as subscription pricing without auto-ship obligations, exclusive sales, access to secret menus, and priority on limited-edition flavors.

Since launching the program, Wandering Bear has achieved great results demonstrating the introduction of Pack Memberships and subscriptions, hitting a sweet Spot.

Member net monthly sales have increased by 48% (including the membership fee; 33% excluding it), even with a subscription discount applied to every order.

Wandering Bear's customers sought deeper brand connections beyond just product subscriptions. The new paid membership program addressed this desire, merging subscriptions with memberships to enhance brand value.



## RESULTS

Member net monthly sales have increased by 48% (including the membership fee; 33% excluding it), even with a subscription discount applied to every order.

25%

of customers in the program were re-engaged subscribers

75%

were drawn from a previously untapped market of non-subscribers

32%

of sign-ups came from brand-new customers.

## TECH STACK:

Klaviyo: Email Marketing & SMS  
Rise.ai: Gift Cards & Loyalty  
Justuno - Email & SMS Pop ups  
AfterShip Order Tracking  
QR Code Generator Hub  
SC Conjured Referrals  
ShareASale

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# Flamingo Estate's Triumph: Transforming Brand Loyalty with an Exclusive Membership Program

## INTRODUCTION

Flamingo Estate is a lifestyle company that sells candles, soaps, kitchen ingredients, and other nature-inspired household essentials. They are on a mission to bring their clean organic products to every home and support local farmers and makers who use regenerative practices.

## INSIGHTS AND STRATEGIES

Flamingo Estate aimed to enhance customer retention, elevate average order value (AOV) and customer lifetime value (LTV), and create fresh avenues to draw customers into their brand ecosystem beyond mere purchasing.

Recognizing that simply expanding their product range wouldn't suffice, they collaborated with Inveterate to craft a tailored membership program. This \$96 annual membership emerged from customer surveys that indicated an 83% interest in such a program. It featured exclusive discounts, seasonal gifts, complimentary shipping, early access to new arrivals, and superior concierge support, all of which were showcased on a dedicated landing page.

INVETERATE



FLAMINGO ESTATE

## RESULTS

The outcomes were impressive:

- Within three months, paid members represented 15% of all customers, tripling the initial 5% target.
- These members showcased a higher brand commitment, spending 16% more per order and purchasing almost twice as often compared to nonmembers.
- Intriguingly, in the first month post-launch, 32% of the membership enrollees were newcomers to Flamingo Estate, showcasing the program's dual strength in bolstering loyalty and attracting new clientele.

## TECH STACK:

PushOwl

# About Leaf

Leaf is a Technology & Data Science Co. that delivers performance marketing solutions for next-gen eCommerce brands.

We empower superior decision-making and paid media spend efficiency, through a hybrid of hands-on expertise and our Performance Intelligence platform, Leaf Grow.

**Wesley  
Hartley**

CRO



In order to grow a shopify store to \$100M it's critical to have a robust data management strategy. In scaling to this level of revenue your paid media budgets are going to be significant and spread across multiple channels and campaigns.

Without a proper handle on data - warehoused, unified and visualised marketing, customer and revenue data - decision making about media spend allocation across channels, campaigns, product category and creative, will become painfully difficult. Furthermore, not having the right ad account structures can also be a major barrier to scaling. As you start to increase budgets you'll suffer more and more attribution overlap and you'll struggle to know what's working.





# Decoding Customer Habits: How Strategic Segmentation and Ad Structuring Amplified Revenue Growth

## INTRODUCTION

In helping Ringtons - one the UKs most treasured tea brands - scale its eCommerce revenues, it was crucial for us to understand the behaviour and value of its different customer segments, and how much we could pay to acquire them.

## INSIGHTS AND STRATEGIES

By analyzing first-party customer order data, we gained deep insights into buying habits, repeat order rates, and customer lifetime value across various acquisition channels, seasons, and product categories. This allowed us to establish target costs of acquisition and ROAS for both new and existing customers, guiding us on which product categories to prioritize and when to intensify acquisition efforts.

Segmentation was key, considering factors like customer type (doorstep-first or eComm-first) and preferred product category (tea, treats, or gifts). Each segment received tailored messaging, campaign objectives, and acquisition cost targets, considering margin differences.

Our ad account structure was pivotal. We allocated budgets strategically between tea and gifting, recognizing their seasonality and varying AOVs. This approach allowed us to scale budgets efficiently across customer segments and product categories while ensuring a profitable return on ad spend.



## RESULTS

This foundational work in ad account structuring and data analysis paved the way for scalable media spending, ultimately driving revenue growth and improved bottom-line results.

# About Loop

Loop is a Shopify subscriptions app that helps DTC brands increase subscription revenue and reduce cancellations through gamification.

2200+ brands run profitable subscription programs on Loop. 350+ DTC brands have migrated to Loop to save on subscription transaction fees along with switching to a better feature set.

## Sakshi Jain

Head of Partnerships



In the dynamic realm of eCommerce, the profound impact of subscription retention remains underestimated. When customers subscribe, they forge an ongoing relationship, offering fertile ground for long-term loyalty and profitability. Subscription models offer customers convenience and personalization, while granting brands predictability, steady cash flow, and insights into preferences.

Subscription retention is not just about maintaining; it's about constant innovation. By refining offerings, adapting to evolving needs, and surprising subscribers, brands keep excitement alive. It's a journey beyond transactions, transforming a brand into an integral part of customers' lives. Investing in meaningful relationships ensures an eCommerce brand not only survives but thrives in the years ahead.



# How Dr. Livingood's Personalized Video Approach Reduced Subscription Cancellations

## INTRODUCTION

Dr. Livingood is a store that offers real health solutions, recipes, and natural remedies founded by Dr. Livingood. He is a real Doctor of Natural Medicine, DC, and Amazon Best Selling Author and He specializes in helping people find real health solutions and experience real health.

## INSIGHTS AND STRATEGIES

For brands, particularly those deeply connected to their Direct-to-Consumer (DTC) products, the emotional impact of subscription cancellations can't be understated. Addressing this, Dr. Livingood leveraged personalized video responses, an innovative strategy introduced by Loop.

By understanding and addressing the specific reasons subscribers chose to discontinue, they could deliver poignant, tailored video messages. This re-engagement effort led to a marked 24.67% drop in cancellations. Further, 3% of subscribers were enticed by these videos to choose alternative actions, such as pausing or using discounts, demonstrating the powerful retention potential of personal touchpoints.

Central to this strategy is the insight that customers often churn due to a perceived loss of personal connection with the brand. By strategically reintroducing this connection at the critical moment of potential cancellation, brands can not only retain customers but also provide a deeper, more meaningful brand experience.



## RESULTS

Dr. Livingood's re-engagement effort led to a marked 24.67% drop in cancellations.

3% of subscribers were enticed to choose alternative actions, such as pausing or using discounts.

## TECH STACK:

Shogun Landing Page Builder  
Loop Subscriptions  
Opinew Product Reviews App UGC  
RudderStack  
DOOFINDER - Search & Discovery  
PushOwl

# TruHeight's Gamified Rewards Strategy Boosts Engagement and Reduces Churn

## INTRODUCTION

TruHeight growth vitamin was designed by US scientists and proven to be effective in helping children and young adults reach their maximum potential height.

## INSIGHTS AND STRATEGIES

Subscription-based businesses face challenges in sustaining long-term customer engagement. TruHeight, in an innovative approach, capitalized on detailed analytics from Loop to address this. Their observations highlighted a trend: most customers canceled after their second subscription order. To counteract this, TruHeight developed a gamified rewards system, incentivizing prolonged subscriptions. Specifically, upon completion of certain milestones (like two or four orders), subscribers would receive progressively larger discounts, enriching the overall customer experience and motivating continued engagement.

The process was automated using Loop Flows, which operated on conditional triggers. For instance, once a subscriber successfully completed two orders, a 15% discount was automatically applied to their third order. By integrating such strategic rewards and prominently showcasing them in the customer portal, TruHeight saw a notable 4.7% reduction in cancellations between the second and fourth orders. This strategy not only deterred early cancellations but also enhanced the overall number of purchases made by each subscriber, attesting to the efficacy of data-driven reward systems in retaining customers.



## RESULTS

Prominently showcased rewards in the customer portal reduced cancellations by 4.7%.

Deferred early cancellations and enhanced the overall number of purchases per subscriber.

## TECH STACK:

Geolocation  
ShareASale  
Loop Subscriptions  
Judge.me Product Reviews

# About Ontrack Digital

Ontrack is a digital agency founded by Andra Baragan. It specializes in CRO (conversion rate optimization) for eCommerce businesses. With nearly a decade of experience in CRO, their objective is to enhance the profitability and scalability of DTC brands.

## Andra Baragan

Founder



Your navigation menu is one of the elements that most of the users on your website will interact with. However, there are a few key features of the navigation menu as effective as it can be. Make sure the categories are clear enough and descriptive of the products they contain. Also, try to keep the menu items to a minimum, you want the browsing process to be easy and intuitive. Experience so far shows that users prefer a step-by-step approach rather than seeing too many options at once.

The third aspect is using imagery to showcase the categories. This helps users select the category needed a lot faster and considerably reduces the cognitive load. After testing this for two beauty brands, we have seen a +9.63% uplift in sales conversion rate and, respectively, a +10.12% uplift in sales CR.

# The \$100M marketing tactic: Add category images to the navigation menu

## INTRODUCTION

Aroma360 is a boutique Scent Marketing and Branding company that specializes in providing the highest-quality essential oil-based scenting solutions to businesses and individuals all around the world.

## INSIGHTS AND STRATEGIES

Ontrack Digital boosted a home fragrance ecommerce site's mobile conversions by 10% by adding images to the menu, addressing user confusion.

To help users better understand the product range, and interact more with the menu items, the agency added images to the mobile navigation menu.

These images illustrated each product category.

Why does it work?

Images help users better understand the product categories on offer, and guide them to the right option more quickly. Even on mobile where space is limited, this addition makes a positive impact.

By featuring your most appealing products, you can also use these placements as small ads, to draw users' attention to more categories and new products.



## RESULTS

After running the test for 15 days between August and September 2023, the team saw the following results for mobile users:

**+10.01%**

Increase in the sales conversion rate (transactions/sessions).

**+9.46%**

Increase in the average order value (AOV).

**+17.44%**

Increase in revenue per user over the test period.

## TECH STACK:

Cevoid: Collect & display UGC  
Geolocation  
Shopify Privacy & Compliance  
Rakuten Affiliate Tracking  
Refersion: Affiliate Marketing  
ShipScout - A/B Test Shipping  
PushOwl



# About Pipe17

Pipe17 is an eCommerce Order Operations solution for modern merchants looking for fast and easy ways to make omnichannel order flows touchless and cost-efficient, from order to inventory to fulfillment to returns. Pipe17 is the only eCommerce order ops solution that combines rapid deployment, seamless orders-to-anywhere automation, real-time visibility, and elastic scale. Perfect for merchants who have any of the following:

- Multiple selling channels.

- Multiple fulfillment providers.

- An ERP, data lake, or back-office source of truth.

- Complex order routing needs.

- Inefficient order-to-fulfillment processes that are dragging down margins and growth.



# Wyze's Touchless Execution Model Halves Delivery Times and Boosts Customer Satisfaction

## INTRODUCTION

Wyze looked to be a first mover to TikTok Shop. As an existing customer of Pipe17, they had all of their Order Operations automated, so all they had to do to launch this new channel was.

## INSIGHTS AND STRATEGIES

Wyze dramatically improved its operational efficiency by moving to a touchless execution model, optimizing the order fulfillment process from purchase to delivery. Partnering with MCF and Pipe17, Wyze cut its average delivery times from 15 days to 7 days. For those near Amazon fulfillment centers, this is reduced to just 24-48 hours.

This new system provides Wyze with real-time data on inventory and order statuses, immediately alerting them to issues. The increased automation, thanks to Pipe17 and MCF, reduced Wyze's eCommerce operational staff by 50%, dropping from 4 to 2, leading to substantial cost savings. Most importantly, the shift has greatly enhanced customer satisfaction. With the majority of orders now handled by MCF, Wyze has witnessed a rise in positive feedback on its social media and customer service channels due to the swift and dependable fulfillment services provided.



## RESULTS

Wyze moved to a touchless execution model, optimizing the order fulfillment process and reducing average delivery times from 15 days to 7 days.

Partnered with MCF and Pipe17 to provide real-time data on inventory and order statuses.

Increased automation reduced eCommerce operational staff by 50%, from 4 to 2, leading to substantial cost savings.

Enhanced customer satisfaction with swift and dependable fulfillment services provided by MCF.

## TECH STACK:

RudderStack

# How Xponential Fitness Enhanced Financial Management with Pipe17

## INTRODUCTION

Xponential Fitness (NYSE: XPOF) is the largest global franchise group of boutique fitness brands. Their diversified portfolio of fitness brands spans verticals including Pilates, barre, rowing, indoor cycling, dance, yoga, running, boxing, stretching, and functional training. In partnership with franchisees, Xponential operates 2,100+ fitness studios in 12 countries that serve more than 500,000 members.

## INSIGHTS AND STRATEGIES

Xponential Fitness, gearing up for its initial public offering, needed to streamline financial management by integrating its multiple BigCommerce stores with its primary financial tool, Oracle's NetSuite ERP. Their existing method involved tedious manual updates between the platforms, lacking efficiency and transparency. Popular integration solutions failed to cater to Xponential's unique demands, especially regarding franchisee store credits.

Choosing Pipe17, Xponential found a solution that effortlessly connected their sales channels with financial systems, without extensive coding. Despite initial gaps, like handling BigCommerce store credits in NetSuite, Pipe17 quickly adapted to Xponential's needs. This resulted in the efficient integration of BigCommerce stores with NetSuite, enabling them to add a new store to their financial framework within days. With Pipe17, Xponential is poised for efficient future growth.

The PIPE17 logo features a stylized cube icon to the left of the text "PIPE17". The background of the top right section is a dark, high-contrast photograph of a modern building at night, with illuminated windows and a large glass door.The Xponential Fitness logo consists of a large, stylized "X" icon to the left of the text "Xponential" in a bold, sans-serif font, with "FITNESS" in a smaller font below it.

## RESULTS

Xponential can now efficiently integrate new stores to its financial framework within days and is poised for efficient future growth.

# About Quickfire Digital

We are a Shopify Plus certified partner agency that drives eCommerce growth for scale-hungry businesses through bespoke website development and performance retainer packages. Voted European E-Commerce Agency of the Year in 2022, we work with multiple growing brands such as Hunter Boots, TP Toys, Beavertown brewery, Juicy Couture, Tala, Mylee, and many more.

## Nathan Lomax

Director & Co-Founder



We support merchants on their growth journey in two primary ways: through design and development of Shopify Plus websites, and performance retainers or growth packages focused around our bespoke QF Commerce programme. Being an official Shopify Plus partner means we have a stamp of approval for working on the platform's enterprise-level option, which is a prerequisite for brands aiming for the magical \$100m figure.

Leading stores on Plus enjoy advanced Shopify features for successful scaling. Our team crafts high-performing, modern websites, ensuring a strong foundation for growth. Post-launch, we offer growth packages and strategic planning through our QF Commerce program to boost store performance, while proactively collaborating with clients to ensure continuous growth and rising revenue.

”

# The Swift and Successful Relaunch of Hunter Boots' Website

## INTRODUCTION

Hunter Boots, a renowned apparel brand, aiming to relaunch in the UK and Europe, needed a new eCommerce website. They identified Shopify as the ideal platform, seeking a clean, high-quality site on Shopify Plus. Their goals included reducing return rates by enhancing sizing information. The paramount requirement was a swift build, as they lacked a live website during the project's development.

## INSIGHTS AND STRATEGIES

Quickfire, having established a strong partnership with the Batra Group, the parent company of Hunter Boots, was chosen to develop the relaunch website for the brand. They utilized their certification in the Shopify Plus platform, ensuring that quality was not compromised despite the urgent timeline. As a brand endorsed by global elites, it was crucial to maintain high standards.

The relaunched website aimed to provide an improved shopping experience by incorporating insights from user behavior. It included a detailed sizing guide, and within 24 hours of its launch, hundreds of orders were received.

Yasamine Beheshti, Head of eCommerce at the Batra Group, commended Quickfire for their efficiency, speed, and proactive approach. Quickfire's successful collaborations with other brands, such as FILA and Juicy Couture from Batra Group, in the past, have further solidified their reputation.



## TECH STACK:

Cozy Country Redirect

# Mediworld's Digital Transformation: Quickfire's Mastery in Shopify Drives Outstanding Growth

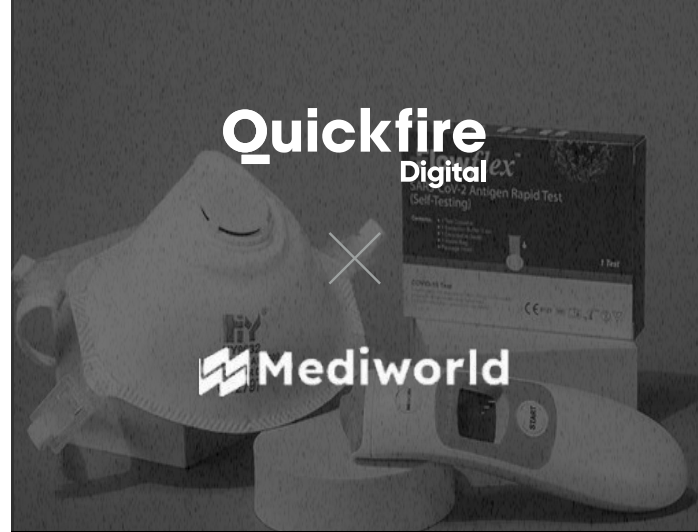
## INTRODUCTION

Like many businesses during the 2020/21 pandemic, Mediworld underwent a rapid transformation in response to the changing digital landscape and shifts in customer behavior.

Mediworld, a company that specializes in selling medical supplies, homecare products, mobility equipment, and surgical instruments, experienced a surge in online shopping demand for their products. They recognized the importance of enhancing the user experience on their website, including easy navigation and usability across different devices, a modern UI, and providing in-depth information and details on product and collection pages.

## INSIGHTS AND STRATEGIES

The revamped Mediworld website prioritized comprehensive content, introducing features like buying guides to aid customer decisions. New categorization methods were employed, forming unique collections supplemented by FAQs and enriched content, differentiating it from other medical eCommerce platforms. The website aspired not just to be a sales channel but a learning hub and a community space.



## RESULTS

After just one month, the conversion rate had increased from 2.17% to 2.79% while other results are also encouraging:

Total sales - increased by 87%

Total orders - increased by 16%

Average order value - increased by 65%

## TECH STACK:

Yoast SEO - SEO for stores

Infinite Options

Boost AI Search & Filter



# Quickfire's Expertise Powers Seamless Transition to Shopify Plus and Beyond

## INTRODUCTION

Ambitious fashion brand Blakely came to us with big ideas and challenging goals. They needed a partner who could not only help them realize these but push them even further. Initial discovery discussions created the foundations for success, and we were able to map out the beginnings of a long-term strategy to exceed Blakely's expectations.

## INSIGHTS AND STRATEGIES

To begin with, Blakely needed a new platform solution. They were stuck on a custom platform which resulted in long waits for development improvements and fixes, and limited functionality was costing them revenue.

The biggest pain point to tackle was to migrate to Shopify Plus. Following a successful migration, and aligning with Blakely's ambitions, the next phase of work centered around internationalization. With Quickfire, they developed a plan that began with taking Blakely into EU countries and then into the US and recording and analyzing the resulting data to refine plans for the next phase.

That work included:

- 🔍 Exploring channel reliance and strategies to spread risk while reducing the cost per acquisition throughout the user journey
- 🔍 Exploring custom app development and eCommerce personalization to create the feeling of a 1-2-1 experience vs a 1-2-many
- 🔍 Implementing methods to personalize discounting and rewarding without giving away unnecessary margin with blanket incentives
- 🔍 Utilising AR and VR to explore virtual fittings and smart mirrors in

Quickfire  
Digital

BLAKELY  
ORIGINAL

## TECH STACK:

Zendesk

Mulwi: 200+ Shopping Feeds

Cozy Country Redirect

Lucky Orange Heatmaps & Replay

## *About Rainy City Agency*

An Award-winning Shopify Plus Agency based in Manchester Rainy City is a Manchester-based award-winning Shopify Plus design and development agency. Founded in 2016, they have helped some of the world's leading brands scale their Shopify stores with their UX expertise and CRO strategies.



# Untamed Petals Achieves 98% Revenue Surge in 9 Months with Meta Ads

## INTRODUCTION

At Untamed Petals, an exceptional online hub for bridal accessories and jewelry, we focused on Facebook and Instagram ads, yielding exceptional results. Over the course of just nine months, we achieved a remarkable 98% increase in revenue compared to the previous year. This meteoric rise shattered profit and revenue records that had stood unchallenged for over a decade.

## INSIGHTS AND STRATEGIES

We started sending emails and SMS thrice a week, leading to significant profit growth on campaign days and attracting new users from ads. The ads are now short, sub-15-second UGC videos, resulting in higher conversions and consistent profit growth.

The brand adopted our ROAS Calculator, emphasizing profitability. They scaled advertising budgets by 20% focusing on synchronized inventory management, spotlighting one product per campaign, simplifying ads, and enhancing inventory forecasting.

The key to their success were email marketing, UGC videos, innovative strategies, inventory management, and incorporating manual bidding techniques. Our methods prioritize creative tests and expansion, reducing retargeting budget allocation.

 rainy city

UNTAMED PETALS

## TECH STACK:

Chatra — Live Chat & Chatbot

RecoverMyCart

Justuno - Email & SMS Pop ups

Tabs Studio

Hextom: Free Shipping Bar

Tapcart - Mobile App Builder

GOAFFPRO - Affiliate Marketing

ShareASale

Instafeed - Instagram Feed

Back in Stock: Restock Alerts

Printful: Print on Demand

Judge.me Product Reviews

Smart Wishlist

BOGOS: Free gift & Buy X Get Y

# About Recart

Spend less, sell more with Recart SMS.

Welcome to the only text-marketing app that grows your business for you.

Recart's fully managed SMS + AI marketing generates nearly 20% of total monthly revenue for our top brands and produces 36.8X ROI across all customers.

## Aaron Orendorff

Head of Marketing



Set yourself free of unrealistic and unnecessary expectations.

If all your SMS does is drop:

- Relevant offers
- Timely notifications
- And (occasional) smiles

You're winning.



# How BlendJet generated \$2.8M via SMS in 3 months

## INTRODUCTION

Established in 2017 through a journey of trauma, healing, and love, BlendJet quickly became a global force in portable kitchen appliances, championing healthier lifestyles. Now, the brand thrives in over 30k retail stores across 38 countries and holds more than 40 patents.

## INSIGHTS AND STRATEGIES

This isn't your average case study ... because BlendJet migrated 'kicking and screaming,' then generated \$2.8M via SMS in 3 months.

### The Problem of 'Fake Growth'

BlendJet was satisfied with its previous marketing platform, Facebook Messenger, but it had some doubts about its ROI. The company switched to Recart after trusting its CEO, Soma, and being impressed with Recart's past performance.

### The Solution

BlendJet onboarded to Recart SMS in September of 2022. With the holidays fast approaching, it set its sights on three strategies to prove Recart's value.

- BlendJet improved its mobile SMS conversions by 176% with Recart's mobile-specific direct-to-text popup, one-click opt-in, and "minimized" view.
- BlendJet's 5-message, 11-day SMS welcome series, featuring visuals, social proof, and benefits, yielded almost \$1.3 million in holiday revenue with a 6.7% conversion rate. In the first three months, BlendJet's automations generated \$2.3M, peaking with a 96% increase from November to December.
- BlendJet increased send volume and ensured returns by verifying contacts, sending various weekly campaigns, and strategically excluding recent buyers and cart-holders. This approach led to a 57X return during a campaign.



## RESULTS

During Q4, BlendJet:

- Captured 74.7k new SMS subscribers
- Increased email CVR +94% and SMS +335%
- And generated \$2.8M in click-only SMS revenue

# About Rush

Building a \$100M Shopify brand in 2023 takes a lot of strategies to go right at the same time. Collaboration and shared knowledge are what underlines the success of all the brands that have reached this milestone so far.

The one metric that will get you to \$100M

That is the amount of revenue you generate from a single customer while they are engaged with your brand - customer lifetime value, or CLV. The Shopify brands that understand the importance of this metric are the ones who succeed in their mission.

To increase your CLV, you need to find ways to increase the average order value of every customer who buys from your store. Simply put - make your customers spend more.

With higher CLV, you instantly increase your return on ad spend (ROAS), the ROI of all marketing efforts, and most importantly - your profit margins. CLV is the magic metric that grows all of your important financial metrics.

The biggest profits come after checkout

Customers who purchase in your store have two options - come back for more or leave forever. Here's how a few brands using Rush can increase their AOV & CLV in the face of intense competition in 2023.



# How Rush Amplified Roma Designer Jewelry's Customer Loyalty and Revenue

## INTRODUCTION

Roma Designer Jewelry has become synonymous with unique and exclusive designs, quality material and craftsmanship, and the best value for "real" jewelry in the industry. Roma's worldwide reach (27 countries and counting) in sourcing, manufacturing, and design is a direct result of our founder's decades of expansive world travels and the relationships they have built with the finest design houses, artisans, and jewelry-manufacturing families around the globe.

## INSIGHTS AND STRATEGIES

When you give shoppers a clear view into where their order is and when it will arrive, their customer loyalty increases, and they have a reason to keep buying from your store.

Rush is a one-stop shop for all those looking to enhance their post-purchase setup, provide a memorable experience for their customers, drive additional revenue, and increase customer lifetime value.

Rush helps Roma Designer Jewelry create a branded tracking page with personalized email flows based on smart triggers, integration with 3rd party email messaging apps to keep the customers updated, and integration with the Okendo review app, to boast social proof collection from customers. All of which help the brand generate additional revenue.



## RESULTS

They added a branded tracking experience via tracking pages and email notifications filled with smart upsells. This increased the delivery date accuracy by 47%, reduced WISMO tickets by 71%, and generated almost \$50,000 in new revenue they couldn't get otherwise. All in less than 3 months.

## TECH STACK:

ReConvert Post Purchase Upsell  
AdRoll Marketing & Advertising  
VerifyPass  
Oxi Social Login  
Pro Blogger  
Smile: Loyalty & Rewards

# Turning Shipping Updates into Revenue Engines

## INTRODUCTION

Combat Iron Apparel Co. is a premium apparel brand that specializes in creating high-quality, stylish, and functional clothing for fitness enthusiasts and athletes. Their products are designed to help you perform at your best, whether working out in the gym or competing in a sport.

## INSIGHTS AND STRATEGIES

The branded tracking pages and automated shipping notifications turned into powerful revenue drivers for the apparel brand. They are an example of a brand that generates \$140,000 annually just from shipping update emails alone.

Rush.app integrates with Klaviyo to send over 50 data points to the marketing automation tool and create highly personalized order and delivery notification emails that became major revenue generators.

They absolutely love the integration between Rush and Klaviyo. The branded order tracking pages and automated shipping notifications allowed them to answer 90% of the common questions shoppers usually ask, such as "where is my order?"

Customer trust is built with clarity. Give your shoppers an instant notification about their order status paired with a couple of exclusive offers on the tracking page & email. That's how you increase CLV and get closer to \$100M without spending more on getting new customers.



## TECH STACK:

VerifyPass

Hextom: Free Shipping Bar

Smile: Loyalty & Rewards

Tapcart - Mobile App Builder

Back in Stock: Restock Alerts

ESC - Size Charts & Size Guide

# How CBD Living Leveraged Order Tracking & Post-Purchase Automation for a 66X ROI

## INTRODUCTION

The CBD industry has grown exponentially over the past few years, driven by increasing consumer awareness and regulatory shifts opening up markets.

As a wellness product, CBD has found applications in various sectors, from healthcare and cosmetics to food and beverages.

However, the industry also has challenges, including regulatory hurdles, quality control issues, and a lack of scientific research to back up health claims. In this evolving landscape, companies must stand out and gain consumer trust.

## INSIGHTS AND STRATEGIES

They were shocked at how much hidden revenue they found in order tracking & post-purchase automation emails. Their audience is one that cares about the location of their package more than anyone else. The \$177,000+ in additional revenue growth was the reward for giving customers clarity and exclusive deals they could only access from order tracking pages and emails.



## RESULTS

The 66X ROI that CBD Living made with Rush was the result of smart email flows with Klaviyo and levels of customer satisfaction that are unparalleled in their challenging industry.

## TECH STACK:

VerifyPass  
Octane AI: Advanced Quiz Maker  
Rakuten Affiliate Tracking  
Geolocation  
Oxi Social Login  
PushOwl  
EG Auto Add to Cart Free Gift

# About Shop Circle

Shop Circle, a leading provider of e-commerce software, is a data and technology-driven company dedicated to revolutionizing the e-commerce industry through its comprehensive suite of cutting-edge technologies. By delivering a one-stop solution to innovative e-commerce brands, Shop Circle empowers online merchants to achieve sustainable, continuous growth. With a commitment to innovation, Shop Circle serves over 100,000 businesses worldwide. With an expanding tech suite of more than 40 high-performing technologies and a data-driven tech stack consultation program, we are designed to help e-commerce brands eliminate tech debt, pinpoint the exact tools they need, and power growth—all from one place.

## Amanda Hiebert

Head of Brand and Content



Brands that respond to today's demand for entirely personalized experiences will find themselves not only standing out, but thriving and scaling swiftly, and sustainably. Unlocking the potential of endless customization is a certain recipe for inspiring conversions, deepening loyalty, and growing lifetime LTV.



# How Patty's Cakes grew 27% year over year to become an enterprise brand with SC Product Options

## INTRODUCTION

Patty Gomez, a passionate baker and stay-at-home mom, established a small business, Patty's Cakes and Desserts from her kitchen in 1985. By the late 80s, word of mouth drew significant organic growth in Patty's products, and demand grew the bakery into a thriving business.

With the needs of the bakery and growing customer base, the business required both a public location and an enhanced online ordering system. Patty's son, Philip Gomez, joined the business to support the rapidly scaling business, a successful partnership began, and a growing eCommerce team began to take shape.

A crucial factor contributing to their success is their robust eCommerce platform, facilitating online orders for local pickup or delivery.

## INSIGHTS AND STRATEGIES

The bakery needed extensive customization, beyond what traditional eCommerce platforms offered. They used a third-party for online orders, but issues arose due to advanced customization needs and personalized cake orders.

The solution came in the form of the Product Options app, part of Shopify's extensive ecosystem of applications. The app offered unlimited customization options, advanced conditional logic, and various ways of presenting choices to customers, including color swatches and text boxes for special instructions or image uploads. The app streamlined the order management—enabling customers to see only essential order details, while the bakery staff had access to all specifics required for baking and decorating.



## RESULTS

As a result, online orders increased by 27% compared to the previous year, demonstrating the impact of an enhanced and user-friendly ordering experience.

## TECH STACK:

W3 Product Accessories

Yotpo: Loyalty & Rewards

Rivo: Loyalty & Referrals

Klaviyo: Email Marketing & SMS

# About Smartrr

Smartrr offers a variety of LTV tools to optimize your subscription experience for flexibility, exclusivity and community. Increase recurring revenue and customer lifetime value with out-of-the-box subscription models, a beautifully branded subscriber account portal, flexible subscription management options, loyalty rewards, member-only benefits, referrals, gifting, and so much more.

## Anna Jacobson

Growth Marketing Specialist



A common ingredient of brands that reach \$100 million in revenue is the ability to cultivate lasting brand loyalty and leverage it into consistent, repeat purchases. With repeat customers worth 22 times more than average customers, it's no secret this is a huge key to unlocking long-term growth. But acquiring these repeat customers requires more than a 'Subscribe & Save' widget on your PDP; it requires ongoing engagement that delights customers and keeps them craving more.

Our biggest strategy to lasting growth as a DTC brand is to build an elevated post-purchase experience that prioritizes building and leveraging brand loyalty with your most valuable customers — your subscribers.

”



# Jolie's Remarkable Journey to a 3% Churn Rate with Tailored Subscriptions



## INTRODUCTION

Jolie, a beauty and wellness brand that sells shower heads with a replenishable filter, exemplifies the power of an intentional business model paired with a seamless subscription program. Jolie leverages a 'sequential' subscription model where the one-time purchase of the showerhead triggers a filter to be sent every 90 days — and subscribers can easily adjust their subscription in Smartrr's customer account portal.

## INSIGHTS AND STRATEGIES

This strategically tailored subscription and highly intentional outline of their customer journey has resulted in an unparalleled customer experience for Jolie subscriptions. From this, Jolie is seeing less than a 3% churn rate in the 20 months since launching, about 80% of customers subscribing on the first purchase, and overall has created a sustainable revenue stream.

## RESULTS

Jolie Subscriptions has achieved a less than 3% churn rate in the 20 months since launching.

About 80% of customers subscribe on the first purchase.

## TECH STACK:

ShareASale  
ShoppingGives - Donation App  
Geolocation

# How Slate Milk Amplifies Customer Loyalty Through Tailored Experiences and Exclusive Perks

## INTRODUCTION

Slate Milk, a high-protein beverage company, has also excelled by being highly intentional in mapping the customer journey, focusing on encouraging customers to build Slate into their day-to-day routines.

## INSIGHTS AND STRATEGIES

They achieve this by aligning consumption of their beverages with specific moments in consumers' lives, such as a daily breakfast or post-workout drink, to foster loyalty and repeat purchases. Furthermore, the brand has a variety bundle as its core subscription offering to entice customers to discover their favorite flavors. Customers are able to choose from cans vs mixes, the flavors they'd like, the quantity, and how often they receive their subscription. Granting full autonomy to their end consumer has truly paid off for Slate, as the brand has seen over a 21% increase in AOV in a short amount of time.

Beyond this, Slate does an exceptional job in creating an exclusive subscriber experience to boost retention with subscriber-only discounts, product launches, dedicated customer support, and more, leveraging the customer account portal as an engagement hub for subscribers.

Overall, the key to significant brand growth is to focus on boosting loyalty and retention by building a customer experience that seamlessly integrates with your customers' daily lives. Becoming a part of their routines creates a predictable revenue stream, increases AOV and LTV, and much more — as exemplified by both Jolie and Slate Milk.



## RESULTS

Repeat purchases.

Milk Slate has seen over a 21% increase in AOV in a short amount of time by granting full autonomy to their end consumer.

## TECH STACK:

Yotpo Product Reviews & UGC

Shogun Landing Page Builder

Slide Cart Upsell by AMP

Hextom: Quick Announcement Bar

Back in Stock: Restock Alerts

# About Soar With Us

We're Soar With Us, an e-commerce growth agency based in Leeds, England. We give e-commerce brands a reliable partner to profitably scale their business through customer acquisition and retention channels.

## Jamie Ingham

Head of Aquisiton



90% of the time, what gets you from 0-10m won't get you from 10-100m. Different channels appeal to different markets so a deep understanding of your customer as well as your product market fit will inform channel selection as well as key activation strategies.

This followed by a robust testing and iteration process for everything from product, creatives, ads strategy, landing pages, and internal processes (to name a few) which is driven by data and optimisation is where you'll start to see true consistent growth towards 100m a year.



# How Fospha's Attribution Model Supercharged The Essence Vault's TikTok Strategy and Revenue



## INTRODUCTION

The Essence Vault (TEV) are a leading fragrance brand, specialising in long-lasting “inspired by” scents offered at a fraction of the cost of high street brands.

## INSIGHTS AND STRATEGIES

TEV aimed to expand using new digital marketing avenues but struggled due to limited upper funnel attribution. Despite having a TikTok strategy, growth was elusive. Relying on pixel-based attribution, which isn't adept at gauging top-of-funnel efforts, 70% of the budget went to Meta, hindering efficient growth insights and making scaling tough.

So, we onboarded Fospha. Combining TEV's great brand and Fospha's attribution modelling, we could utilise the massive opportunity presented by TikTok and achieve 20% revenue growth in 3 months. While also extracting meaningful insights, crucial in managing the campaigns.

Fospha's dynamic reporting complimented our iterative testing, allowing TEV to continuously measure success and guide incremental budget increases to £5K-£6k/day with efficiency.

## RESULTS

Resulting in TEV growing weekly TikTok spend 250% June-August, scaling daily new conversions by >2.3x.

Since June, TEV have been able to grow blended revenue by 20% whilst increasing their blended ROAS by 7%. To ensure continued growth, we will continue utilising Fospha to help develop and explore strategy across TikTok whilst consistently testing.

## TECH STACK:

Loox Product Reviews & Photos  
Simple Affiliate  
Snowball: Affiliate Marketing  
Videowise Shoppable Video UGC  
Cozy Country Redirect  
Back in Stock: Restock Alerts  
Tapcart - Mobile App Builder  
Trustpilot Reviews by Reputon

# About Tapcart

Tapcart is a mobile app builder for Shopify's fastest-growing brands, allowing brands to instantly turn their Shopify store into an epic mobile app.

## Alex Rosas

Content Marketing Manager



Tapcart is revolutionizing mobile eCommerce by allowing brands to instantly turn it's Shopify store into a mobile app. With a mobile app brands unlock a new low-upkeep revenue stream designed to grow a community and convert mobile shoppers. With a mobile app, brands have access to unlimited cost-free push notifications, giving stores the ability to send messages directly to their shopper's home screens—driving instant spikes in traffic, revenue, and AOV. With a streamlined mobile-first shopping experience, customers access premium features, boosting retention rates, and hike-up lifetime value. Perfect for industry verticals like fashion & apparel, beauty, CPG, and more.



# How True Classic Combats Skyrocketing Acquisition Costs with Improved Retention

## INTRODUCTION

Part of True Classic's success stems from its willingness to test marketing strategies and its adherence to the data—paying particular attention to gross margins per customer and repeat purchase rate. As with most eCommerce businesses, high customer acquisition rates mean keeping those customers is vital to overall success. That's why creating a True Classic app with Tapcart was a top priority.

The True Classic team knew from their competitors that an app creates more stickiness for their best customers, giving them a place to go for a superior mobile experience that's curated to the shopper. With push notifications, they can deliver the right message at the right time to the right person. They needed a solution that would let them own their mobile app channel without expending too many resources.

## INSIGHTS AND STRATEGIES

With a few years of testing, and leaning on Tapcart's white-glove service, True Classic sees the 360-degree value of an app—capturing customers that spend more in-app, more often and longer. App subscribers are doubling day over day, and True Classic now has customers in over 180 countries. App users repurchase more frequently than non-app customers, spend 11% more with every purchase, and have a higher lifetime value. The app converts almost 200% more than their mobile website and 23% more than their desktop site. Knowing that their app customers are more valuable, True Classic spends time driving customers to download through discounts and app-exclusive flash sales.



TRUE CLASSIC

## RESULTS

Promoting their app during BFCM is part of a larger strategy — True Classic was able to grow a huge app customer base that they could continue to engage with after peak season. Since then, the team has expanded their app globally, and they have continued to hit new records in their app. By scaling the app to over 180 countries, they saw a 25% higher conversion rate, plus they had the highest new app signups and nearly 1,000 new user signups.

## TECH STACK:

W3 Custom Order Status  
Rise.ai: Gift Cards & Loyalty  
Videowise Shoppable Video UGC  
GOVX ID Exclusive Discounts  
NoFraud Fraud Protection  
Snowball: Affiliate Marketing  
PushOwl

[SEE LIVE WEBSITE ↗](#)



# Princess Polly's Exceptional App Journey with Tapcart



## INTRODUCTION

As an eCommerce brand targeting young women, the Princess Polly team knew their mobile game had to be on point—but it wasn't. Their mobile website was slow and not optimized, but they always knew they wanted to invest in their own mobile app. (After all, 93% of mobile consumers said they prefer to shop online using mobile shopping apps over the mobile browser.) The Princess Polly team wanted to build an experience for loyal fans because they value retention and growing their community.

## INSIGHTS AND STRATEGIES

Using their Tapcart-built app, Princess Polly is turning casual customers into regulars and into brand stans. App users are much more likely to check in daily and weekly than customers who use the mobile and desktop website exclusively. Once the team gets them to the app, they stay there. That's why the app has an astounding retention rate of 98.4%.

With Shopify and Tapcart pairing seamlessly, and Tapcart's drag-and-drop app capabilities, the workload, of maintaining the store, adding new content, and creating push notifications has been minimal and well worth the effort. To save time but still pack a big punch, the Princess Polly team repurposes website and email content. That way, they're not doubling their efforts—and it's paying off.

## RESULTS

Their current return on app spend is 414.3x. Princess Polly is earning roughly \$400 in revenue directly in the app for every dollar they spend on the Tapcart plan each month. With their marketing dialed in, they control their revenue potential and see immense returns. Instead of spending more time and money retargeting existing customers through expensive SMS campaigns and social media content, a better bang for their retention buck is to simply put more effort into driving customers to the app.

## TECH STACK:

Aimtell Web Push Notifications  
Spin Wheel • CrazyRocket  
Rise.ai: Gift Cards & Loyalty  
QR Code Generator Hub  
Tapcart - Mobile App Builder  
EcoCart: Carbon Neutral Orders  
SMSBump: SMS Marketing & Email  
Route: Post-Purchase Platform  
Back in Stock: Restock Alerts  
Nosto  
Boost AI Search & Discovery

# How Tapcart Elevates BÉIS's Customer Loyalty and Retention Strategy

## INTRODUCTION

BÉIS uses its mobile app to improve retention and help build a loyal community. Julie Chalker, VP of Digital & eCommerce at BÉIS, says “We don't want our consumers to ever have to choose between form and function,” Julie said of the brand’s collections. “And ultimately, our end goal is to get our product into your hands, keep you organized, and look good.”

One reason for the brand’s success is its commitment to anticipating customers’ wants and needs now and in the future. The brand is intent on putting the best experience forward for its consumers and knowing exactly where they need to be in the market to do just that.

## INSIGHTS AND STRATEGIES

Tapcart propels the company's growth and customer loyalty, particularly through free push notifications. To drive app downloads and engagement, it offers users exclusive early access to new products and unique content, enhancing excitement and demand.

There is value in downloads and push subscribers. Julie suggests that focusing on exclusive content and app previews helps build the subscriber list, similar to SMS and email subscribers. It's easier to stay in touch with customers who have the app until they're ready to make another purchase. Julie believes a mix of media can increase customer lifetime value (LTV) and reduce customer acquisition costs. It's important to understand the purpose of each channel and set clear goals and metrics for it.

The company's brand marketing team also handles a fair amount of activations. At these events, BÉIS remains focused on driving customers to the app.



## RESULTS

Using Tapcart they managed:

- 📱 Drove profitable growth, especially through push notifications.
- 📱 Enhanced customer loyalty and retention.
- 📱 24-hour exclusive previews of products and behind-the-scenes content in the app.
- 📱 App subscribers equated in value to SMS and email lists.

## TECH STACK:

Rise.ai: Gift Cards & Loyalty  
Fomo: Sales Popup & Web Push  
Route: Post-Purchase Platform  
Yotpo: Loyalty & Rewards  
Back in Stock: Restock Alerts  
Nosto

# Allie Mistakidis

Content Writer



Every eCommerce company has something in common: a ton of data. With all that data comes a few essential questions: where are customers coming from, what are they buying, and how much does it cost me?

Enter Triple Whale.

Triple Whale brings the metrics that matter most into one easy-to-use dashboard. eCommerce brands can easily manage and automate analytics, attribution, merchandising, forecasting, and more right in the palm of their hands.

With \$3 billion in ad spend and \$17 billion in annual revenue tracked, over 10,000 brands using Triple Whale to scale can't be wrong!



# How Milk Bar Drove a 4% Increase in ROAS Using Triple Whale

## INTRODUCTION

Milk Bar is a bakery and confectionery company based in New York City, founded in 2008 by James Beard award-winning pastry chef Christina Tosi. They're well-known for delicious treats like their Milk Bar Pie, Cereal Milk Soft Serve, and Compost Cookie. As no strangers to lineups around the block, Milk Bar decided to deliver these tasty treats right to customers' doors nationwide.

While it's fun to mail treats like these, it's also complicated and has many moving parts. Milk Bar discovered it was difficult to find a single source of truth while scaling their digital presence across a bloated tech stack.

## INSIGHTS AND STRATEGIES

By evaluating the customer journey and lifetime value reports in Triple Whale, Milk Bar was able to react to fluctuations in eCommerce performance. With more visibility into what campaigns are driving more new customers, Milk Bar has the ability to shift strategies and bidding to support the more successful campaigns. This is only possible with Triple Whale's real-time data.

When Milk Bar enabled post-purchase surveys, they started collecting a ton of valuable data to use to inform new testing value propositions and reasons people make a purchase. As they plan to begin running ads on new platforms (like Connected TV), they'll be able to leverage these surveys and the Total Impact Attribution to understand the true value of those campaigns instead of just guessing.



## RESULTS

With Triple Whale's data, the team discovered the lag time was much shorter than they originally thought, and were effectively able to shift messaging to drive more purchases (particularly through their loyalty program). Milk Bar was able to take the accurate data from Triple Whale and drive a 4% increase in return on ad spend (ROAS), meaning run more effective ads for their sweet treats.

## TECH STACK:

Product Reviews  
OrderLogic - Min & Max Limits  
Rise.ai: Gift Cards & Loyalty  
Klaviyo: Email Marketing & SMS  
Back in Stock: Restock Alerts  
Justuno - Email & SMS Pop ups  
Shopify Privacy & Compliance  
TalkShopLive

# How the Miami Heat Used Triple Whale to Turn a Playoff Frenzy Into a 275% Revenue Boost

## INTRODUCTION

The Miami Heat were one of the hottest teams in the NBA in 2023, going from squeaking into the playoffs to making it all the way to the NBA Finals. While the regular season saw the Heat operate more like a traditional eCommerce business, the unpredictable playoff spotlight required dynamic strategies and real-time adaptability.

## INSIGHTS AND STRATEGIES

The Heat utilized Triple Whale's real-time data analysis to immediately assess the effectiveness of their campaigns and promotional strategies. They were able to adjust campaigns throughout the playoffs based on what transpired on the court. This rapid response to game outcomes enabled the Heat to maximize their return on investment and operate at the exciting clip of the playoffs.

With the granular metrics available in Triple Whale on new customers, the Heat was able to take advantage of all of the new eyes on the team to aggressively prospect them with confidence, and convert the playoff fervor into a larger, engaged fanbase.

By combining their knowledge about fans and how they're likely to make emotion-driven purchases during the playoff season, the Heat used Triple Whale's data to understand which products would work best for targeted upsells to increase the average order value as well as push for repeat purchases from devoted fans.

 Triple Whale



## RESULTS

Ultimately, the Heat were able to take advantage of all of the extra attention and turn it into a 275% growth in revenue during the playoff run, the most successful in store history.

## TECH STACK:

Loox Product Reviews & Photos  
NoFraud Fraud Protection  
Shogun Landing Page Builder  
Ultimate Size Chart  
Rise.ai: Gift Cards & Loyalty  
Advanced Product Options  
Variant Option Product Options  
Geolocation  
Route: Post-Purchase Platform  
EG Auto Add to Cart Free Gift

# Lara Stallbaum

Co-founder and CPO



UGC is key to trust and authenticity. Refined content + genuine creatives boost results across channels and drive sustainable growth. But how do you refine your strategy to generate 50+ high-quality UGC creations weekly, execute large-scale campaigns, and maintain a polished brand image? The key is mastering UGC.

- Creative Strategy: Identify opportunities to outshine competitors by analyzing top-performing Meta and TikTok ads.
- Winning Ads: Note key messages and pain points in exceptional UGC content.
- Variations: Experiment with hooks and creators to replicate successful UGC creatives.
- Effective Briefing: Provide a thorough brief with ad specs, script, pronunciation, deadlines, and inspirational videos, if needed.
- Reliable Creators: Cultivate a network of trustworthy creators who embody your brand values and can creatively execute your ideas.

Incorporating UGC into your advertising is vital, but mastering it differentiates and elevates your brand. Establish a scalable strategy to consistently produce content that resonates, engages, and builds trust.

”



# Innovative UGC: Thrive's Journey to Authentic Marketing and Data-Driven Success Introduction

## INTRODUCTION

Track your health with flexible blood test subscription and GP-reviewed results.

## INSIGHTS AND STRATEGIES

Thrive, a brand dedicated to making health more accessible through at-home test kits and GP-reviewed results, has a knack for effectively using user-generated content (UGC) in their marketing efforts.

When Thrive approached us with a request for three creators to work on a single brief, each with a different hook, we were genuinely impressed. Their emphasis on A/B testing and data-driven insights demonstrated their commitment to continuous improvement in their marketing strategies.

They quickly matched creators, distributed products, and managed the process. In five days, creators executed Thrive's vision with distinct hooks. One hook, "Ever wish you were more proactive with your health?" stood out for Thrive's audience. Interestingly, even though the rest of the video adhered to the exact script, there were notable performance differences among the three hooks.

This valuable insight now allows Thrive to fine-tune their content and future ad briefs. Moreover, with the freedom to reuse and repurpose content produced through the process, Thrive is well-positioned for ongoing success.



## RESULTS

Thrive is well-positioned for ongoing success as they:

-  A/B tested 3 different hooks for a UGC campaign
-  Learned which hook performed best with their audience
-  Produced high-quality UGC content that can be reused and repurposed

# Nip + Fab's Digital Journey to Skincare Excellence

## INTRODUCTION

When Nip + Fab was founded over 10 years ago, their mission was simple: provide customers with luxury skincare formulations available on the high street and empower them with ingredient knowledge so they could make informed purchases when it came to their skincare routines.

## INSIGHTS AND STRATEGIES

In Performance Marketing, especially for competitive skincare brands like Nip + Fab, every day is unique. The pandemic intensified their need to connect with customers on platforms like TikTok, Instagram Reels, and YouTube Shorts.

Nip + Fab recognizes the importance of grabbing audience attention quickly. They valued partnerships with creators who understood their brand. For their Skin Cycling Kit promotion, they collaborated with Twirl creators, who produced genuine content. This high-quality content led to a rewarding return on investment, quickly being featured on TikTok Top Ads. The success was evident.



## RESULTS

A Conversion Rate (CVR) in the top 6% of the industry.

Conversion rates in the top 9% of the industry.

Retention rates in the top 20% of the industry.

This success story highlights the importance of staying engaged with your audience through authentic content. It's a strategy that resonates and delivers results. Follow Nip + Fab's lead and explore the power of UGC to keep your audience engaged and your brand thriving.

## TECH STACK:

Shopify Privacy & Compliance

Octane AI: Advanced Quiz Maker

Back in Stock: Restock Alerts

Snowball: Affiliate Marketing

# Seizing the Moment: How Freja Foods Mastered Trend- Driven Marketing with UGC

## INTRODUCTION

Freja has developed a bone broth that is store-cupboard-friendly, with a long shelf life. It is 100% natural, tasty, nutrient-rich, and sustainably sourced. They also offer a powder option.

## INSIGHTS AND STRATEGIES

Freja Foods used Twirl to harness UGC for their Bone Broth campaign, syncing with the 'New Year, New Me' trend, underscoring timely trend adoption.

As the New Year brought health-focused resolutions, Take Stock acted promptly. They collaborated with a creator via Twirl, receiving content before Christmas, ensuring its relevance during the peak trend.

The ad illustrated a journey to improved health, challenged conventional fasting views, and spotlighted the product's advantages. Emphasizing convenience, the ad's lively scenes and casual tone felt genuine. This wasn't just about promoting Bone Broth; it built community, spurred discussions about market innovations, and introduced bone broth fasting.



## RESULTS

Consumers find user-generated content 2.4 times more genuine. Take Stock's metrics speak volumes: top 5% in clicks, top 7% conversions, top 5% retention, and top 16% CVR. Recognizing trends and capitalizing on them is paramount.

## TECH STACK:

Snowball: Affiliate Marketing  
GOAFFPRO - Affiliate Marketing

# About Zyber

Leading Shopify Plus Agency based in New Zealand.

Zyber Limited stands as a beacon of excellence in the Shopify Plus agency landscape. Rooted in New Zealand, we've carved a niche for ourselves by assisting brands in navigating the intricate journey to \$100 million in Gross Merchandise Value (GMV). With a keen understanding of the digital marketplace and a team of experts at the helm, we've been pivotal in transforming Shopify stores into industry leaders.

## Freyja Hansen

Partner & Event Manager



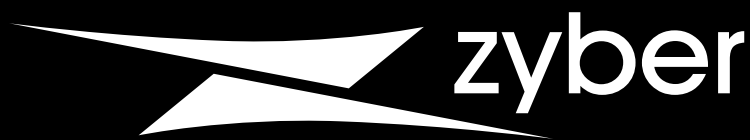
At Zyber, we've been at the forefront of e-commerce transformations, witnessing firsthand the meteoric rise of brands that have scaled to the coveted \$100M mark. The journey to this milestone is paved with strategic decisions, relentless focus, and innovative approaches. Here, we distill our experiences into actionable insights for Shopify brands aiming for that illustrious target.



### Tips for Achieving \$100M GMV:

- Understand Your Audience: Dive deep into analytics to understand customer behavior and preferences.
- Invest in Tech: A robust tech stack can automate processes, offer insights, and enhance the customer experience.
- Continuous Learning: E-commerce trends evolve. Stay updated and be ready to pivot your strategies.
- Build Relationships: Engage with customers beyond the sale. Create a community and nurture relationships.

Customer-Centricity is Key The most successful Shopify brands are those that place their customers at the heart of their operations. Understanding your audience's pain points, preferences, and purchasing behaviors can inform product development, marketing strategies, and even pricing models.



# Personalization and Community: The Dual-Edged Success Strategy of Happy Healthy You

## INTRODUCTION

Happy Healthy You is more than just a store; it's a testament to the power of holistic health solutions and the potential of e-commerce when executed right. With a diverse range of natural products, the brand has established itself as a trusted name in the health and wellness sector.

## INSIGHTS AND STRATEGIES

Happy Healthy You harnesses AI and data analytics to offer personalized product recommendations. They prioritize content marketing, frequently publishing blogs and articles that address common health concerns to drive organic traffic. Their community-building efforts shine through, with regular engagements on social media, webinars, and live Q&A sessions. Their subscription model promotes repeat business, ensuring consistent revenue.



## TECH STACK:

Oxi Social Login  
Sky Pilot - Digital Downloads  
Rebolt - Bundle Products  
Cozy YouTube Videos Gallery  
Videowise Shoppable Video UGC  
Klaviyo: Email Marketing & SMS  
Judge.me Product Reviews  
Refersion: Affiliate Marketing  
GemPages Landing Page Builder



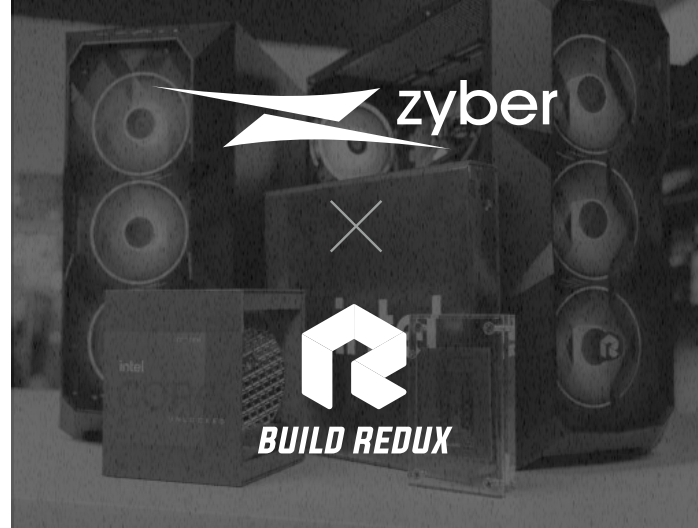
# Intuitive Design and Trust-Building: The Cornerstones of Build Redux's Success

## INTRODUCTION

Build Redux is not just a brand; it's a revolution in the custom PC building space. By offering a seamless blend of performance, aesthetics, and value, Build Redux has carved a niche for itself, becoming a go-to destination for gaming enthusiasts and professionals alike.

## INSIGHTS AND STRATEGIES

Build Redux's website is intuitively designed, streamlining the PC building experience and making it easy for novices. The brand builds trust with transparent pricing structures devoid of hidden costs. Redux also prioritizes community engagement, frequently hosting gaming events, and webinars, and tapping into influencer partnerships. Every PC from Build Redux undergoes meticulous testing and ensuring performance remains paramount.



## TECH STACK:

Social Media Icons by Elfsight

Zendesk

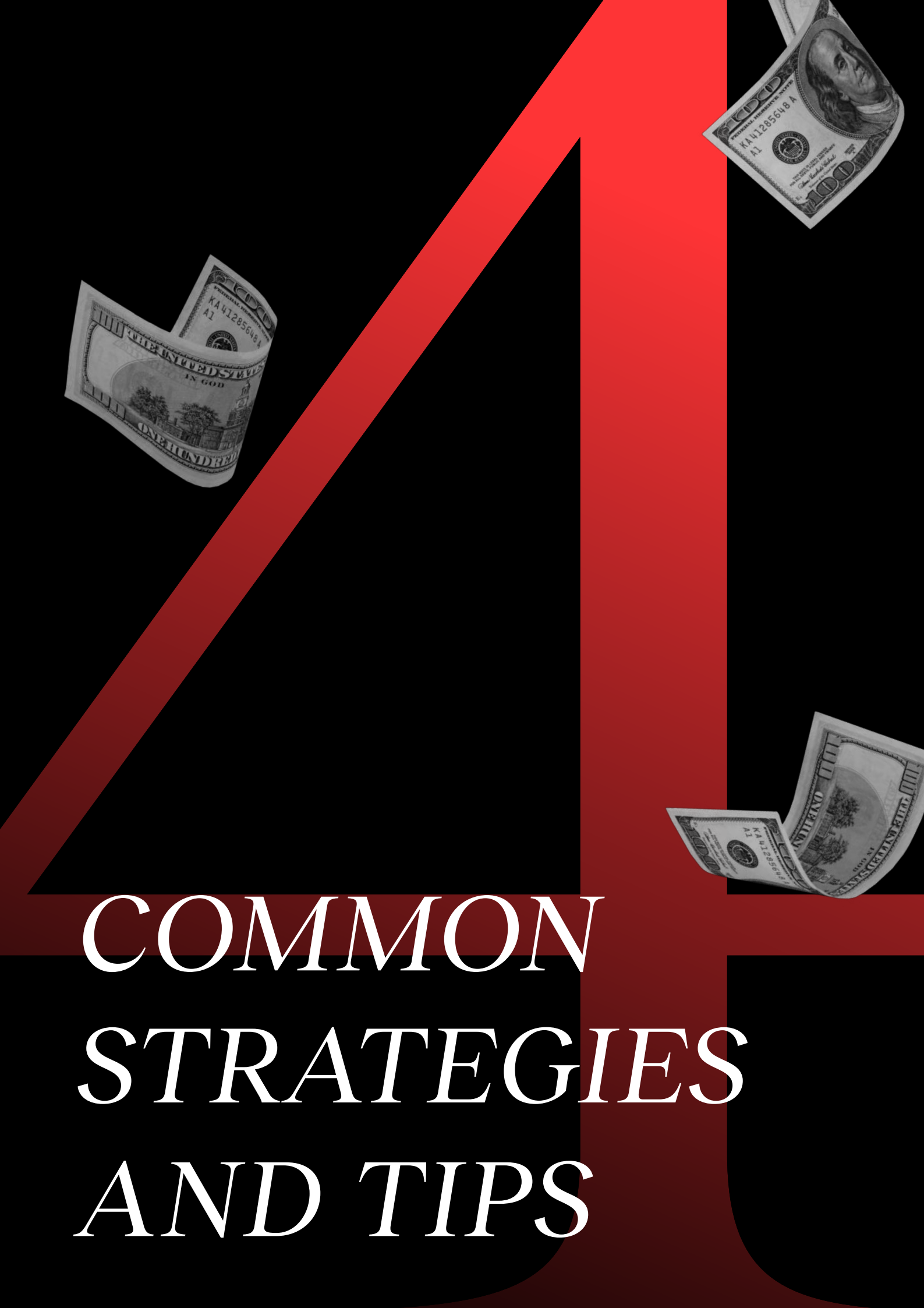
Hextom: Quick Announcement Bar

W3 Custom Order Status

Back in Stock: Restock Alerts

Videowise Shoppable Video UGC

EG Auto Add to Cart Free Gift



# COMMON STRATEGIES AND TIPS

## *4.1 Strategies for Scaling eCommerce Stores by Ecommerce Boost & Vervaunt*

### **About Ecommerce Boost**

Ecommerce Boost is a pioneering growth marketing agency specializing in helping eCommerce brands, including Shopify merchants, achieve extraordinary revenue growth. As an official Shopify Partner and recognized top 1% marketer by Mayple, Ecommerce Boost boasts a remarkable track record. The agency has successfully collaborated with leading direct-to-consumer (DTC) brands, including award-winning Sugarlash PRO, Shark Tank-featured Walkee Paws, and numerous other esteemed brands like Keebos and Muscle Feast.

Their mission is to empower brands, to skyrocket their revenue without increasing their marketing spend. Through innovative strategies and customized solutions, Ecommerce Boost is dedicated to guiding brands on their path to success.

In summary, the journey to \$100 million in revenue involves mastering key growth strategies while staying nimble and adaptive. These strategies, along with the expertise of partners like Ecommerce Boost, can pave the way for remarkable growth in the ever-evolving e-commerce landscape.

# Jean Pascal Charles

Founder and CEO



*Unlock the secrets of Shopify success with strategies from eCommerce giants who started small but achieved remarkable growth.*

- 1. Supercharge Your Referral Program:** Take inspiration from brands like MVMT, Fashion Nova, and Gymshark. They leveraged referral programs to transform customers into brand advocates. Encourage referrals, and watch your customer base grow exponentially.
- 2. Optimize Email Sign-Ups:** Learn from Allbirds, Kylie Cosmetics, and Bulletproof who perfected the art of email marketing. Maximize your sign-up forms, provide exclusive content, and build a loyal audience eager to engage with your brand.
- 3. Create Irresistible Offers:** MVMT and Allbirds are prime examples of brands that thrived by offering unbeatable deals. Craft compelling offers that captivate your audience, making your products impossible to resist.
- 4. Streamline Customer Experience:** Birchbox and Bombas achieved success by providing top-notch customer service. Simplify the purchasing process and ensure hassle-free returns to transform first-time buyers into loyal customers.
- 5. Personalize the Journey:** Adore Me excels at personalization. Leverage data to offer tailored recommendations and experiences, enhancing customer satisfaction and loyalty.



## *About Vervaunt*

Vervaunt, founded in late 2017, is a London-based eCommerce consultancy and paid media agency specializing exclusively in eCommerce. With a senior-led team, each averaging over 5 years of experience, we prioritize deep expertise and strong client relationships. Originating from two best friends, our tight-knit team values culture and seeks collaborators who align with our vision.



Vervaunt:



# Bethan Rainford

General Manager, Vervaunt



## *Use cost of sale as an indicator to determine speed vs. efficiency of growth.*

A cost of sale of over 35% would suggest a significant reliance on performance channels, and may lead to an unhealthy business at large scale. A cost of sale under 15% would suggest the brand is not looking to grow quickly.

Develop account structures with a view to eliminate barriers to scale. Utilise broad targeting and AI powered campaign types to allow spends to be ramped up without having to continually restructure.

Early adoption of new campaign types can allow for the most efficient scaling - not only do these campaigns tend to see the most efficient CPMs/CPCs, they are often the key campaign type 6-12 months later so early testing can really give an edge.

Focus on mid term profit - setting CAC targets based on 6-12 month LTV. This allows you to increase CAC targets to be more aggressive on performance channels without putting major strain on business cash flow.

Attribution tools and/or media mix modelling can help to show the value of performance channels to the business outside of what is being directly attributed in the channels which can also help to justify a lower CAC target. In addition to this, the budget optimisation within the LightweightMMM outputs can help to ensure your business is scaling as effectively as possible.

Vervaunt:





## *4.2 Leveraging Technology for Growth*

You can't run an eCommerce store without technology. And the tech you choose to use has a fundamental impact on how fast and how well you'll grow.

Technology that's badly integrated creates an unnecessary workload for your team, leaving them dealing with admin instead of growth activity.

Technology that's not fit for your purposes creates customer dissatisfaction and costs you sales.

The right technology makes it easy for your team, keeps your customers happy, and facilitates your growth instead of holding you back.

### **Different Stages of Growth mean Different Technology**

Unfortunately, your tech isn't something you can set and forget.

The tech stack that works for you on day one is not going to be the same tech stack you need to get from \$1 Million to \$10 Million, is not going to be the same tech stack you need to get from \$10 Million to \$100 Million.

As your volumes change, as your team grows, as your business mission, objectives, and goals adapt - you need to be adapting your tech stack too.

And it's something you need to be proactive about.

The bigger you get the more time it takes to switch one tool out and another tool in. So you want to be doing that when you're anticipating needing to make the change, not at the point where the warehouse system has fallen over and Black Friday is in two weeks time.

The positive side to this is - with the right tech stack in place, taking the next growth leap becomes much easier, and much less anxiety-ridden.

### The 5 Sections of a Good eCommerce Growth Tech Stack

There are 5 sections to a good eCommerce Tech Stack, which should be considered both independently and together:

-  Your Website and Apps
-  The Ops side - What happens post-purchase to make sure the customer is happy and the orders get to them.
-  Your marketing tech stack - data management and comms management.
-  Content Management - do you need a PIM, a graphics or video management system?
-  Analytics - how are you getting the data and insight you need to grow?

Every eCommerce business should understand their needs in each of these 5 sections.

Whatever your mix of these 5 sections is, you should be making sure that they work seamlessly together, make life easier for your team, and don't have a negative impact on website performance.



### **How do you make sure your Tech Stack is ready to help you grow?**

As mentioned, you need to be proactive in creating a tech stack that will help you grow.

Here are the 3 steps I recommend you take:

#### **1. Audit what you have**

- a. What do you have?
- b. What are you using it for?
- c. How well does it work together
- d. Within each tool what are you paying for, but not using?
- e. How helpful are the team behind it?
- f. Any other issues?

#### **2. Work out what you need**

- a. Now
- b. In 12 months
- c. In 2 years
- d. In 5 years
- e. Any other opportunities?

#### **3. What do you need to change?**

- a. Optimise existing tech
- b. Replace existing tech
- c. Bring in new tech

Never easy to do - but do it once well, and you'll be on solid ground for many months, even years to come.

This is never a quick project and involves bringing in expertise from across the business, so don't expect to complete any of the steps (let alone all 3) in one month.

I recommend kicking off a project like this straight after peak when the niggles with the existing tech stack are freshest in the team's mind, and when you've got the longest runway to get it in place for the next peak season.

### **Involve your tech partners**

An increasingly brilliant part of an eCommerce tech stack is the people each element gives you access to.

There are phenomenally brilliant people working for many tech companies whose insight and experience you should be tapping into to both make the most of your use of their tools, and to help you work out how best to evolve your tech stack for growth.

So please talk to the people working for your most important technology!

### **A note on AI...**

You may be wondering why I've not mentioned AI... well, that's because I don't believe you need separate tech to make use of AI in your business (well, apart from when it comes to generative copy).

But it's certainly something you should be speaking to your key tech partners about and finding out how they're building it into your existing tools to help you grow.

### **What is eCommerce Tech?**

eCommerceTech.io is the best place to discover eCommerce apps on the internet.

In eCommerce there are 1,000s of things you COULD be doing on any given day to grow your store.

To help you find the eCommerce Tech that will help you save time, improve customer experience, and ultimately make your business more successful.

### How do we help you grow?

At eCommerceTech.io you'll find lots of content to help you leverage technology for growth:

-  100s of tech partners ready to help you solve your challenges.
-  Blogs and articles to help you work out which technology you should be adding to your tech stack.
-  AND which marketing strategies you should be investing in

But that's not all we can help you with, you'll find:

-  An epic events listing section to help you find the webinars and real world conferences that will help your team gain the skills and insights they need
-  A fast-growing Agency section where you can search through the best eCommerce marketing and development agencies
-  A huge library of ebooks, all free to download
-  And you can get free access to Chloe's eCommerce Club, a retailer/brand-only forum we run in tandem with our sister brand eCommerce MasterPlan, where you can get advice and help from other people running growing eCommerce businesses

### And who's Chloe?

Chloe Thomas is the Editor-in-Chief at eCommerce Tech. The newest role in her 19-year eCommerce career started off working for an omnichannel retailer in the UK and includes 10 years running an eCommerce marketing agency.

## *4.3 Tips from Successful Store Owners by Zettler Digital*

### **About Zettler Digital**

Zettler Digital is a performance marketing, retention and website optimization agency built to unlock ecommerce growth. Since 2014, Zettler Digital has supported over 400 brands across luxury, fashion, food, health & wellness, sports and lifestyle categories as well as world-class athletes. Clients include Netflix, Unilever, nutpods, SLAM, Bleacher Report, Mariano Rivera, Promix and more.

As Shopify Plus, Klaviyo Elite, Meta Business and Google Partners, Zettler Digital is uniquely positioned to serve companies in complete start-up mode and household names looking to increase sales for their ecommerce business.





# Ben Zetler

Founder, Zettler Digital



## *I started out in ecommerce owning my own Shopify storefront.*

It was store ~41,000 on the platform and very much before Shopify's rapid ascent to the forefront of technologies powering the online presence of millions of businesses worldwide.

Based on 10+ years of experience in e-commerce, we've found that brands succeed by focusing on customers, data-driven decisions, and continuous innovation.

Focus on what the focus is.

If you operate an ecommerce business, the goal is to make money. You make money by getting people who haven't purchased before to buy for the first time and by having folks that already have buying again.

Surprisingly, it can be easy to get consumed by things that take you away from making money. One simple example (of many potential things): a business owner for an emerging ecommerce brand is too wrapped up into editing product images that will go on the website than making the call to secure a brand partnership deal.

Anytime there is something that is a task that can be outsourced to another teammate, a freelancer, a service or someone other than you as the store owner, do it. Your time in pushing the business forward is more than worth the cost of bringing someone else in to support so many different types of tasks in almost all cases.





# CONCLUSION

# 5.1 Recap of Key Insights and Takeaways

## 1. Customer-Centric Approach

-  One resounding lesson from brands that have achieved the \$100 million revenue mark is unwavering dedication to understanding their audience.
-  Personalize every touchpoint, elevate customer service, and ensure your communication resonates deeply. As in the case of Dr. Livingwood, where a personalized churn strategy did wonders in their revenue.

## 2. Diversification and Expansion

-  The wisdom shared by these successful brands is clear: diversify strategically to capture a larger market share. And diversification doesn't always mean new products. It can be a new membership option as in Flamingo estate's case where 32% of the membership enrollees were actually new customers.
-  Expanding into complementary niches and vigilantly spotting emerging trends are the hallmarks of their growth journey.
-  Test with different interactive video campaigns that highlight new product launches and complementary items, providing customers with a seamless shopping experience. Like Dr. Dennis Gross installed the "founder video quiz" on its home page.

### 3. Operational Efficiency

-  A fundamental pillar of success is mastering the intricate dance of supply chain and inventory management as order volumes surge.
-  Technology and automation are the secret weapons employed to streamline operations and optimize costs. Take example from Wyze which optimized the order fulfillment process from purchase to delivery.

### 4. International Expansion

-  These accomplished brands attest to the immense potential of international markets in boosting revenue.
-  Tailoring websites for global audiences and adeptly navigating the complexities of cross-border logistics and regulations are key strategies they share like Paul Rich which implemented IP geolocation, ensuring customers accessed region-specific site.
-  Use shoppable video content to reach international audiences. Leverage interactive UGC video storytelling to narrate your brand's journey, while allowing viewers to click on products within the video to learn more or make purchases same as Dr. Squatch did.

### 5. Branding and Storytelling

-  The successful brands resonate with the art of creating a brand identity that remains etched in the minds of customers same as Fiji.
-  Their journeys are studded with influencer collaborations and brand partnerships that magnify their visibility. Which reminds us of goPure which received over 140 UGC influencer video assets for TikTok while building a long-term relationship with some of the influencers.

### 6. Data-Driven Decision Making

-  Data analytics reigns supreme in the playbook of these thriving brands. They swear by it, tracking vital metrics like customer lifetime value and conversion rates.
-  Expertise in data utilization refines their marketing strategies and elevates the overall customer experience.

### 7. Technological Innovation

-  These accomplished brands, now at the top of their game, emphasize the imperative of adopting cutting-edge technology.
-  Their embrace of video marketing has set them apart, driving engagement and offering invaluable insights such as in True Classic's case where videos brought the brand a 13% higher conversion rate.

## *5.2 Encouragement for Aspiring eCommerce Entrepreneurs*

Embarking on the path to \$100 million is an exhilarating endeavor. Prepare to navigate challenges with strategic planning and impactful partnerships.

Prioritize transparency and personalized experiences for the modern consumer satisfaction and utilize customer-generated video content to build trust and enhance engagement. Remember, your customers are more than transactions—they are the heart of your brand.

Cultivate a loyal community that advocates for your brand and contributes to organic growth and focus on customer retention to increase Lifetime Value (CLV), while boosting profit margins and creating passionate brand advocates. Remember to collaborate with agencies and tech partners for innovative solutions to stay ahead in this dynamic landscape.





# All companies mentioned in this book



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