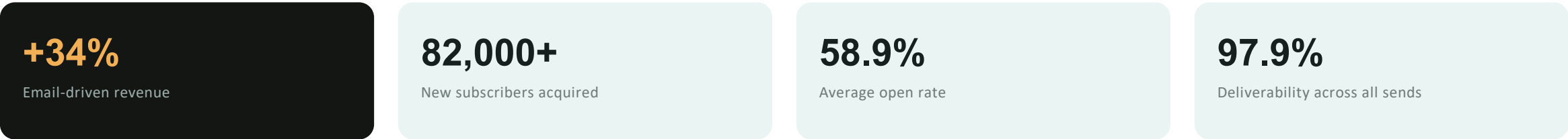
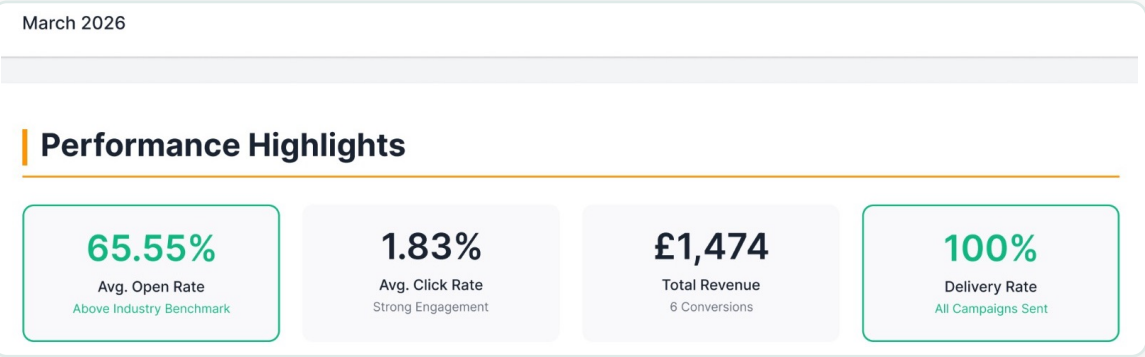


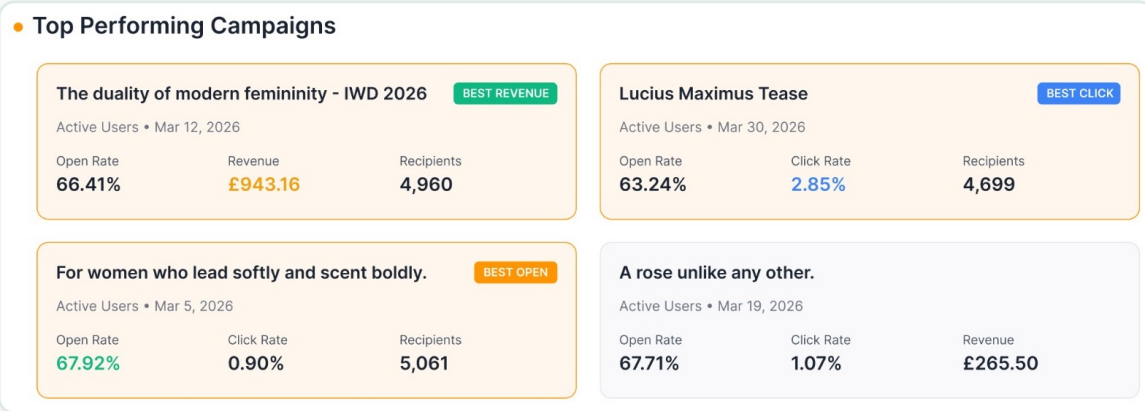
Lifecycle Marketing for a Global Fragrance Audience

Retention & Revenue · List Growth, Automated Flows, Deliverability

- Grew the subscriber base with high-converting sign-up forms, lead magnets and on-site capture that did not tank page speed.
- Built the flow stack – welcome, browse abandonment, cart recovery and re-engagement – so revenue kept arriving between campaigns.
- A/B tested forms, subject lines and CTAs continuously, holding deliverability at 97.9% while send volume scaled.



A single month: 65.6% open rate, 100% delivery, six tracked conversions



Lifecycle Marketing for a Global Fragrance Audience

Retention and revenue | List growth, automated flows and deliverability

PROJECT OVERVIEW

We developed a lifecycle marketing system for a global fragrance audience, extending the customer relationship beyond paid acquisition and individual campaigns. The program combined subscriber growth, automated flows, campaign testing and deliverability management so the email channel could contribute reliable revenue while send volume and the audience continued to expand.

THE CHALLENGE

List growth could not come at the expense of page speed, subscriber quality or inbox placement. The business also needed revenue between major campaign sends, which meant creating useful automated journeys for visitors and customers at different stages rather than relying on a promotional calendar alone.

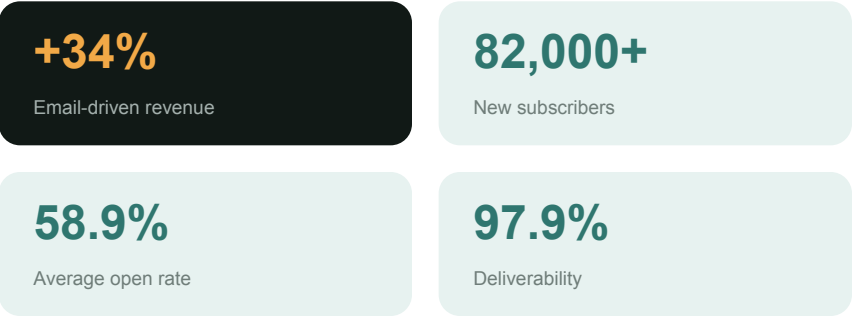
OUR APPROACH

We introduced high-converting sign-up forms, lead magnets and on-site capture designed to protect the browsing experience. The automated flow stack included welcome, browse abandonment, cart recovery and re-engagement journeys. Forms, subject lines and calls to action were tested continuously, while deliverability was monitored as volume increased. Our role covered list-growth strategy, form optimization, lifecycle mapping, flow implementation, campaign experimentation, reporting and deliverability management. This created a repeatable learning loop in which acquisition, engagement and revenue signals informed the next set of tests.

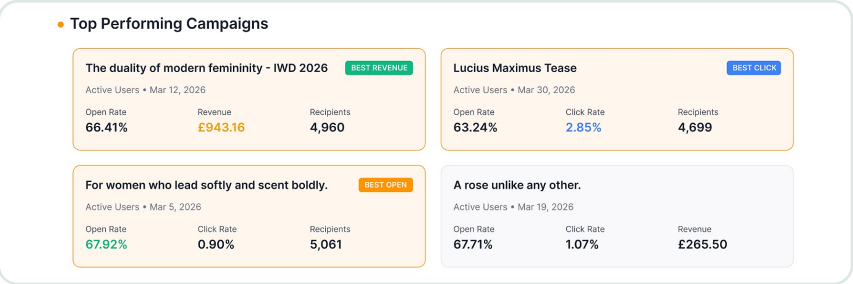
BUSINESS IMPACT

Email-driven revenue increased 34%, and the program acquired more than 82,000 new subscribers. Average open rate reached 58.9% while deliverability held at 97.9%. In one reported month, campaigns achieved a 65.6% average open rate, 100% delivery and six tracked conversions, showing both engagement quality and commercial contribution. The flow structure also reduced dependence on one-off sends by creating relevant revenue opportunities throughout the subscriber and customer lifecycle at greater sustainable scale.

VERIFIED OUTCOMES



ENLARGED PERFORMANCE EVIDENCE



Campaign performance evidence supplied in the original portfolio

WHAT WE DELIVERED

List-growth forms | Lead magnets | Welcome flow | Browse abandonment | Cart recovery | Re-engagement

HAVE A SIMILAR GROWTH CHALLENGE?

Let's map the system before scaling it.