

Sales growth of 280% thanks to email marketing

CASE STUDY

Many people consider email marketing annoying. Yet it can be an **important communication channel** for the brand - as it was for our client **Skladová-okna.cz**.

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We started emailing in December 2019 and decided to use the services of Ecomail. For the first half of the year, we planned to send newsletters to **all contacts in the database** and send **2-3 campaigns per month**. The goal was to find out how people respond to the emails and what they are interested in.

Without any complex segmentation or advanced automation, we were able to use the first half of a year, we generated over **2,000,000 CZK** worth of sales.

Active recipients via segmentation

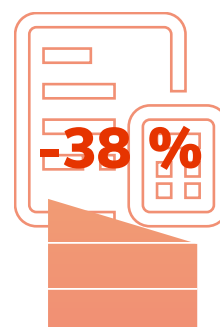
We had an original database of **14,018 contacts**. We sent campaigns in bulk for half a year to test behavior. By **segmenting**, we gained a group of active recipients and **reduced our costs annually by 38%**, and the **open rate went from an average of 11% to 40%**.

Repeated campaigns have gained

250 000 CZK
sales

2000+
open emails

We prepared repeated campaigns that had the same content with a modified subject line. We also changed the day and time of the send. And sent them out to those who didn't open the campaign or opened it but didn't click through. By doing this, we were able to get an **additional 2,000 customers** to open the campaign and spend an additional **250,000 CZK**.

11 %Highest
click rate**45 %**Highest
open rate

COSTS



SALES

RESULTS

Ecomail has brought mailing revenue growth of almost **280%** and further reduced costs by **38%**.

**over 2 000 000 CZK**

sales in first 6 months