

CASE STUDY

How a Revamped Email Strategy Generated 18.36% Of Defender Safety's Revenue

18.36%

Of Total Revenue
Attributed to Email

11.5%

Increase in Open Rate

2.64%

Increase in Click Rate

About Defender Safety

Defender Safety creates innovative head protection gear. Their helmets are designed by engineers to surpasses industry

standards, work with helpful accessories, have 360° ventilation, and can reduce brain injury by 28%.

The Problem

Defender Safety had an email marketing setup, but had never invested time to develop it. Our person research identified

it as a strong channel to target. 97th Floor took the lead in developing and executing an email strategy.

The Strategy

After 97th Floor's strategy began with comprehensive audience research to inform messaging and segmenting customers based on their purchase history.

Segments distinguished between high order value B2B customers and lower order value B2C customers.

Using Klaviyo's automation capabilities, the team implemented triggered email flows, including abandoned cart sequences to recover potential lost sales. 97th Floor's design team perfected the technical and visual design of the emails, guaranteeing that all emails displayed perfectly across every device. Designers took into account various factors such as light and dark modes, font compatibility, and responsive design elements. 97th Floor also completed a thorough cleanup of existing email lists to improve deliverability rates and boost overall engagement metrics.

Results

Defender Safety knew that email marketing could be a profitable strategy. All they needed was a dedicated team to make it happen. 97th Floor handled every component of email, from segmentation to technical design, to produce substantial revenue increases for Defender Safety.

