



Quantum
Lifecycle Marketing

How ValuePetSupplies Grew Email Revenue From 20% to 39% With Quantum Lifecycle Marketing



About ValuePetSupplies

Since their founding in 2004, VPS has successfully grown from a home-based eBay store to an ecommerce powerhouse, ValuePetSupplies.com, with over \$150M in sales. The family owned business has grown to now have over 30 employees.

VPS features private label branded bully sticks, puppy pads, dog diapers, natural treats and more. In addition to pet owners, their customers include resellers such as pet stores, groomers, trainers and other pet related businesses.

Their passion for product quality and customer service is reflected in their house branded pet products that have high levels of customer loyalty and repeat business.

Keep reading to learn how Quantum Lifecycle Marketing expanded upon the VPS marketing strategy to double their email revenue.



The Problem

Though VPS already had a successful ecommerce store with a staggering customer loyalty rate, they realized over time that they reached a plateau in their email marketing efforts. They knew their current email marketing ROI wasn't fully optimized for growth and had room for improvement.

That's when Quantum stepped into the picture. After performing a free email marketing audit and building revenue models for VPS, both companies realized that there was a large opportunity for sustained growth by implementing a more personalized approach.

Quantum also noticed there was a lack of variation in the types of messages VPS was sending to their customers. While VPS was regularly sending emails to their subscribers, the messages weren't segmented in a way that spoke directly with their different audiences to nurture those relationships.

VPS was not harnessing the full power of data-driven automation through customer specific flows such as cart abandonment and win-back series. While the VPS marketing team was definitely working harder than many of their counterparts, the lack of automation meant there were opportunities to work smarter.



The Strategy

After thoroughly looking into VPS' processes and metrics, Quantum decided to focus on four main areas:

- Email automation
- Refine subject lines through A/B testing
- Winback campaign to re engage previous customers

Email Automation

On average, Quantum sends one email per day to VPS subscribers. These emails are a part of campaigns and flows which perform at varying levels throughout the month. Based on our constant analysis, this performance is not consistent with subject lines, preview text, and/or email creative but due to VPS customer's buying habits and individual needs at the time a customer receives an email.

Quantum was able to make a significant mark on the revenue automatically earned by customers triggering specific flows.

The flows include:

- Welcome flows
- Browse abandonment
- Cart abandonment
- Customer winback
- Repeat nurture



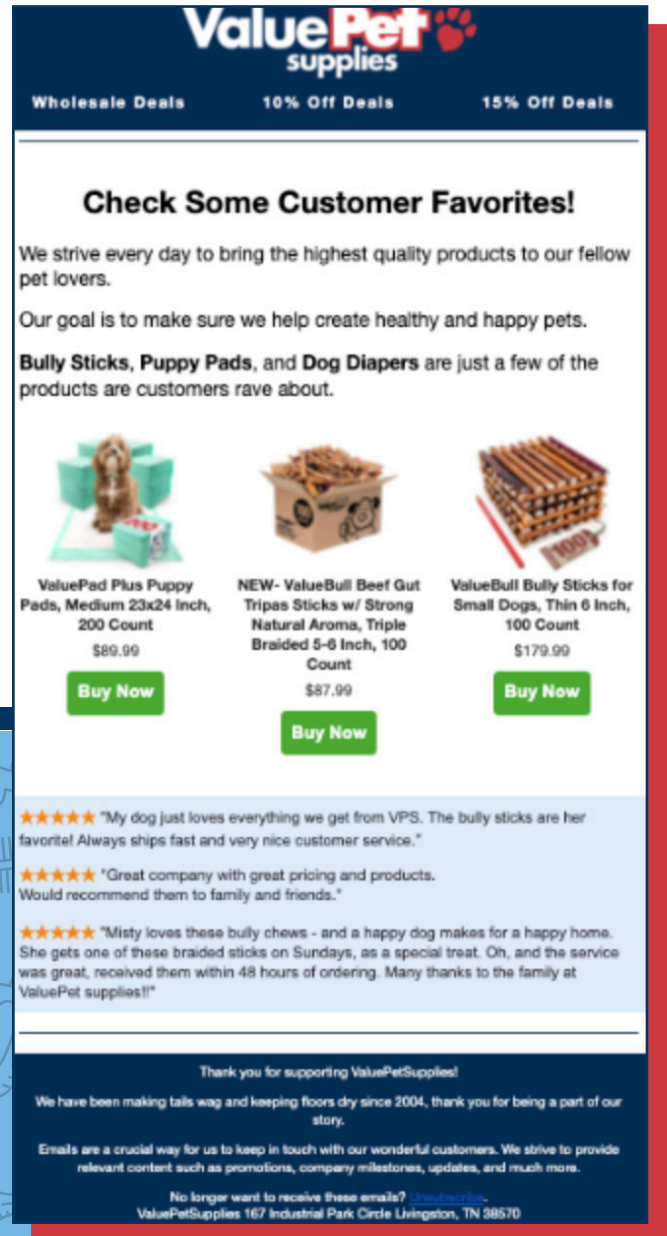
Welcome flows

A series of three emails that welcome the new subscriber and notify them of company information, such as customer service hours of operation.



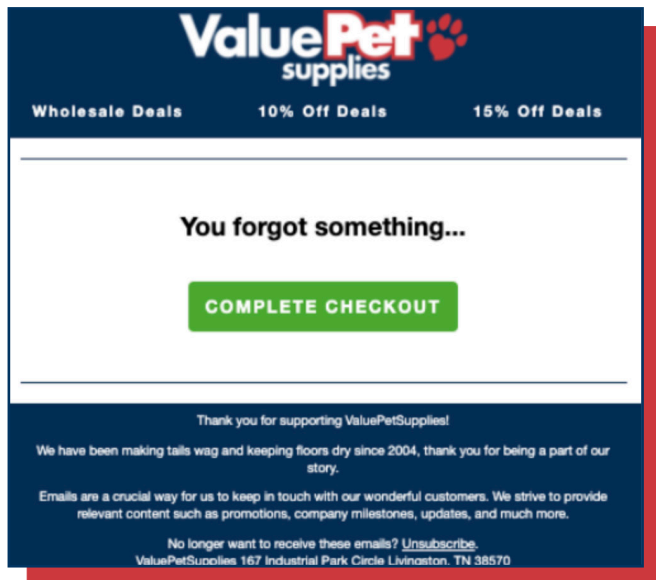
Browse abandonment

Product recommendations email based on browsing history. Includes customer reviews for social proof.



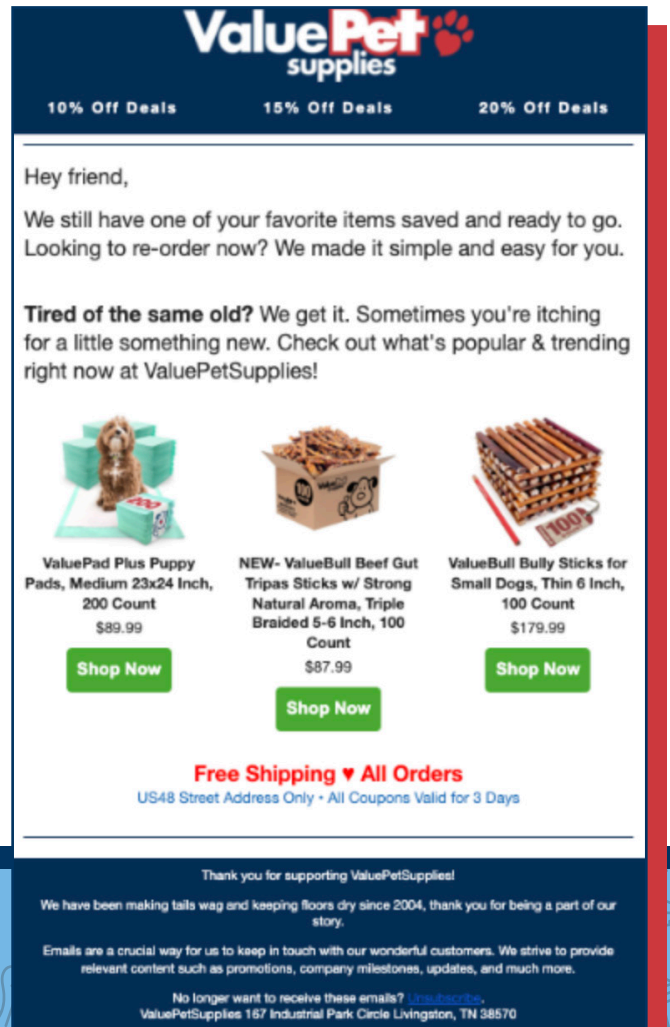
Cart abandonment

Reminder emails that are sent to re-engage shoppers who left items in their carts without completing checkout.



Repeat purchase nurture

Reminder email that it is time to reorder, followed by a second email with similar product recommendations if they want to try something new.



Customer winback

A series of three one-off emails, each with a higher discount to encourage action by the customer.



Refining Subject Lines Through A/B Testing

VPS and Quantum agreed that the previous subject lines VPS was using were not resonating with the VPS audience. A/B testing is an excellent strategy to determine what messaging works best for a specific audience. Quantum decided to A/B test different subject lines that were more fun and humorous than what was previously being sent to see what worked with VPS's audiences best.

After a period of about 3 months, the results were in. Fun, engaging, and contextual subject lines performed much better than the subject lines used previously. Thanks to this change in messaging, VPS's open rates have now doubled.



Winback Campaign

Winback campaigns target past customers who had not interacted with the brand for over 90 days. As we mentioned earlier, a series of three, one-off emails, were sent to re-introduce them to the brand's email content.

These emails featured a higher discount if they decided to return. The campaign started with a 20% discount and worked up to 30% by increments of 5% (20%, 25%, and 30%). This was an aggressive strategy as normally VPS only offers a 15% discount. However, it proved to be successful, as ultimately the winback campaign re-introduced nearly **38,000 additional subscribers** to the VPS newsletter.

The discount was included in each subject line and preview text which led those unengaged users to either open the winback email or unsubscribe if they were no longer interested in receiving VPS emails.

Once someone opened, clicked, and/or made a purchase on a winback email, they were automatically added back to the engaged segment and removed from the unengaged segment we were sending future winback campaigns to.



The Results

While VPS was seeing consistent revenue with their email marketing efforts prior to working with Quantum, partnering with a lifecycle marketing agency was able to accelerate their growth, including:

Doubling open rate for daily campaigns:

Average 49%

Doubling open rate across targeted flows and daily campaigns:

59% average

122% increase

in engaged subscribers from winback campaigns,
going from 31,000 active subscribers on their newsletter to 69,000 active subscribers.

Total revenue from email:

39%, up from just 20%

VPS has already seen major improvements through its collaboration with Quantum and continues to see increases in revenue across the board. Quantum works tirelessly to refine their strategy through email A/B testing, developing creatives and optimizing flows so VPS can continue to experience impressive growth. By working with Quantum, VPS knows their marketing strategy is in excellent hands and has been able to focus their efforts back to the heart of the company: providing animal lovers and their pets with unmatched quality and customer service.