



HOW WILD WAWA ACHIEVED A 2,225% ROI WITH QUANTUM LIFECYCLE MARKETING

Wild Wawa is a children's clothing brand that delivers heirloom-quality pieces handmade in Perú. Marina and Micaella, the mother-daughter duo and co-founders of Wild Wawa, have dedicated their lives to the brand.

The pressures of handling the day-to-day operations of Wild Wawa left Marina and Micaella with little time to work on nurturing their email and SMS customer relationships.

They simply didn't have the bandwidth to consistently engage with their subscribers, but they understood the importance of this 1:1 communication. In addition, they knew there was a larger opportunity to set up and deploy essential behavior-based automations, so they looked for outside help to lighten their workload while increasing their sales.

Keep reading to learn how Wild Wawa achieved a 2,225% ROI by partnering with Quantum Lifecycle Marketing.



Connecting With Quantum

Like many small online business owners, Wild Wawa was hesitant to trust a marketing agency with their unique brand they had worked so hard to create.

To ease Wild Wawa's fears, Quantum conducted a free lifecycle marketing audit to identify strengths and opportunities within Wild Wawa's business.

The complimentary audit included an in-depth look at Wild Wawa's existing email and SMS marketing strategy to see what automations were in place and how their performance stacked up to industry averages.

Quantum also provided comparisons to industry-specific benchmarks, success stories from similar online stores, current practices to sustain, detailed opportunities for improvement, and next steps for revenue growth.

While conducting the audit, Quantum discovered that Wild Wawa had massive potential for growth. Wild Wawa was only sending one or two emails per month to their loyal fanbase without any behavior-based automations to increase customer LTV.



Working With Quantum

After signing on as a partner, Quantum's team quickly got to work migrating Wild Wawa to a more robust email and SMS service provider. From there, they enacted a two-pronged approach to tackle Wild Wawa's email and SMS strategy:

1. Implementing behavior-based automations to increase engagement
2. Optimizing newsletter cadence to increase conversions



Behavior-Based Automations

Automations are a crucial part of a successful lifecycle marketing campaign. They allow online stores to connect with their customers at critical points of the buyer's journey — without lifting a finger. Quantum integrated Wild Wawa's Shopify store with the new email and SMS platform so they could create triggers to send the following automations:

Welcome Series

Before Quantum, when a customer signed up for their email list, they didn't receive a message until the following newsletter went out — which could be weeks or even months.

The first email in the series focused on educating the subscriber about the brand. Wild Wawa has a compelling backstory and Quantum wanted to help share it with the world.

WILD WAWA



Welcome!

Ever wonder how we got our name?

The word 'wawa' means baby in Quechua, the native language spoken in the Andean highlands of Peru.

And because our brand was inspired by a special, somewhat wild little girl, the "Original Wawa" as she likes to refer to herself, it seemed like the perfect name.

Our hope is to bring a special touch to your wawa's everyday adventures through beautiful, long-lasting garments that can be handed down for generations to come.

[Explore our heirloom collection.](#)



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WILD WAWA



New to Wild Wawa? Or just want to see what others are loving?

Check out some of our best sellers. Everything is handmade with so much Peruvian love and meant to last for generations.



Crochet Flower Headband - Natural
\$8.40

[Buy Now](#)



Knit Bow Clip Set - Old Rose
\$7.20

[Buy Now](#)



Pom Knee Socks - Mustard
\$4.80

[Buy Now](#)

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The following email in the series explained more about Wild Wawa's production practices — like how they only use locally sourced materials that are designed to last for years.

As you'll notice, the first two emails in the welcome series only featured soft sells. If a subscriber didn't make a purchase after the first two emails, the remainder of the messages in the welcome series highlighted featured products to make a slightly stronger sales push.



Abandoned Cart Recovery

Although they had an already robust following, Wild Wawa was plagued with window shoppers who put items in their cart before getting cold feet. Therefore, the next automation created by Quantum focused on abandoned cart recovery.

Quantum designed a series of abandoned cart emails to give customers the little extra nudge they needed to purchase.

Throughout the creation of the series, Quantum's team continually experimented with different subject lines, content and creatives. After multiple A/B split tests, they settled on personalized subject lines that dramatically **increased open rates**.

The abandoned cart campaign featured a series of messages designed to build urgency around checkout. After 90 days, the abandoned cart automation had a noticeable impact on **conversion rates**.



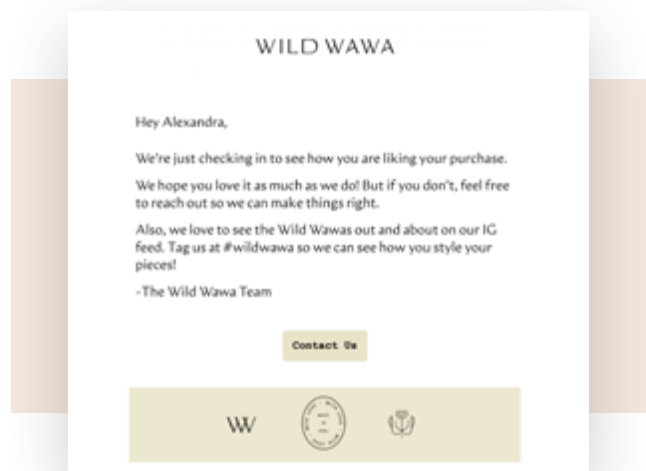
Browse Abandonment

Quantum knew that incremental improvements across all email automations could lead to dramatic overall results. So the next automation that Quantum prioritized was browse abandonment. Despite these potential customers being less committed than shoppers who put items in their cart, this automation instantly increased **purchase frequency**.



Post-Purchase Follow-ups

Automations aren't always about sales. Sometimes they support good customer service. That's why Quantum also implemented a series of post-purchase follow-up emails.



Connecting with customers after a purchase is the best way to create the foundation of a lifelong relationship. Despite the fact that this series was designed to build customer loyalty, it still increased sales for Wild Wawa.



Customer Winback

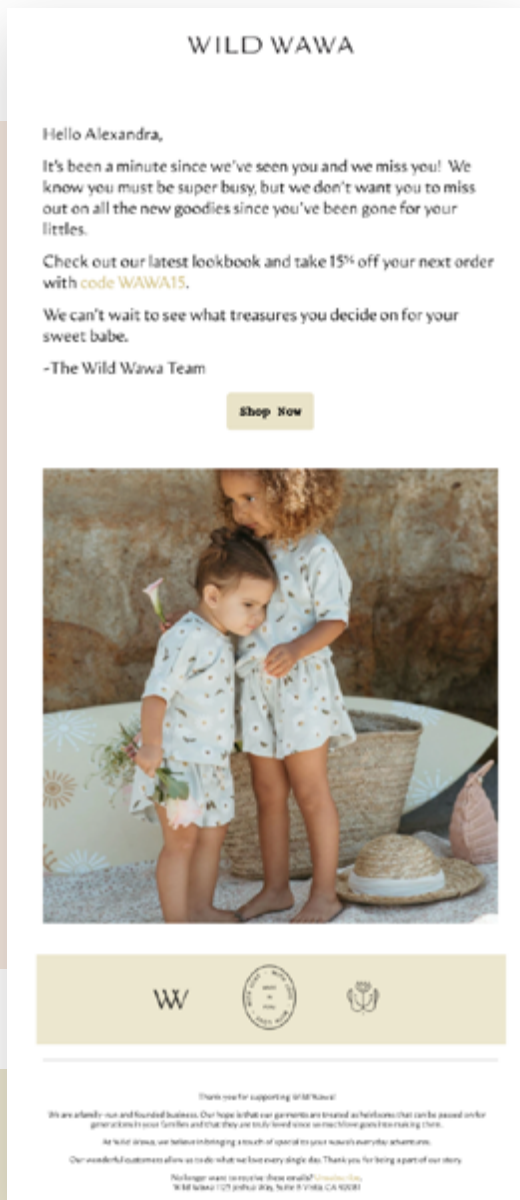
The final automation developed by Quantum was a customer winback series. This series was implemented to re-engage lost customers. The cost of acquiring a new customer is typically 5x higher than re-engaging a current customer, so Quantum wanted to make sure Wild Wawa was getting the most out of their existing subscribers.

The customer winback campaign is part of a long-term approach to lifecycle marketing. While Quantum was able to immediately impact Wild Wawa's revenue, Quantum still wanted to establish the building blocks for future success.

Optimized Newsletter Cadence

Outside of behavior-based automations, Quantum created an email marketing calendar that focused on consistency. Before Quantum, Wild Wawa only had the bandwidth to send one or two emails per month. Quantum increased the send cadence without negatively impacting the customer experience.

After one recent product launch, Quantum's conversion-optimized newsletter generated 10% of Wild Wawa's overall email revenue.



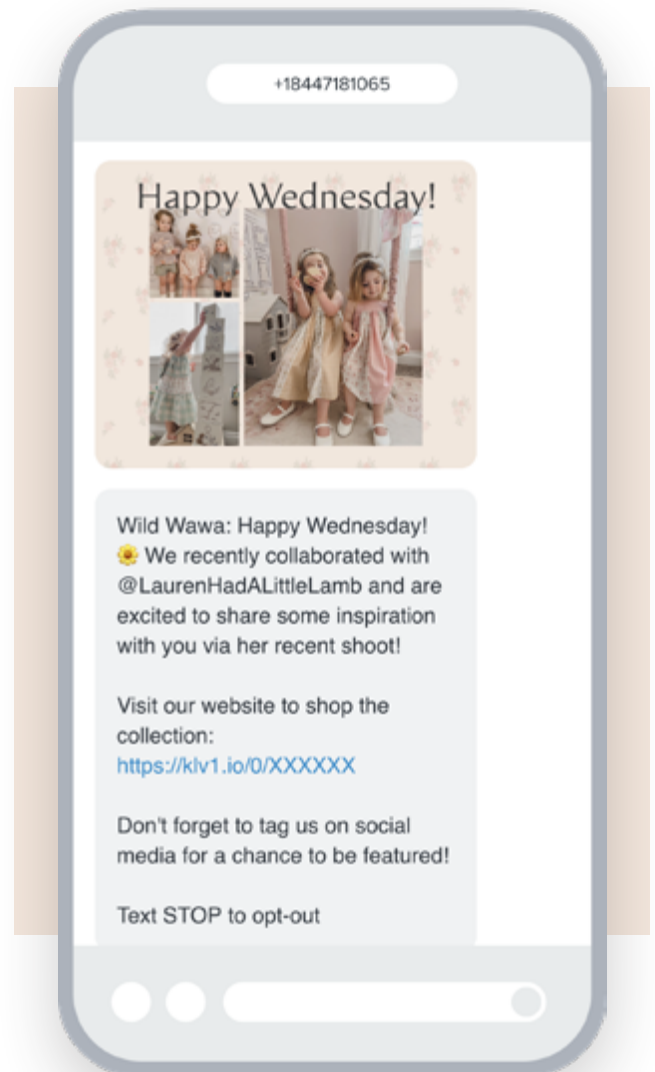
A/B Testing

Quantum's team continually experimented with different subject lines, content and creatives. This allowed Quantum to discover which type of messaging worked best with the Wild Wawa audience. After multiple A/B split tests, they settled on personalized subject lines that dramatically **increased open rates**.



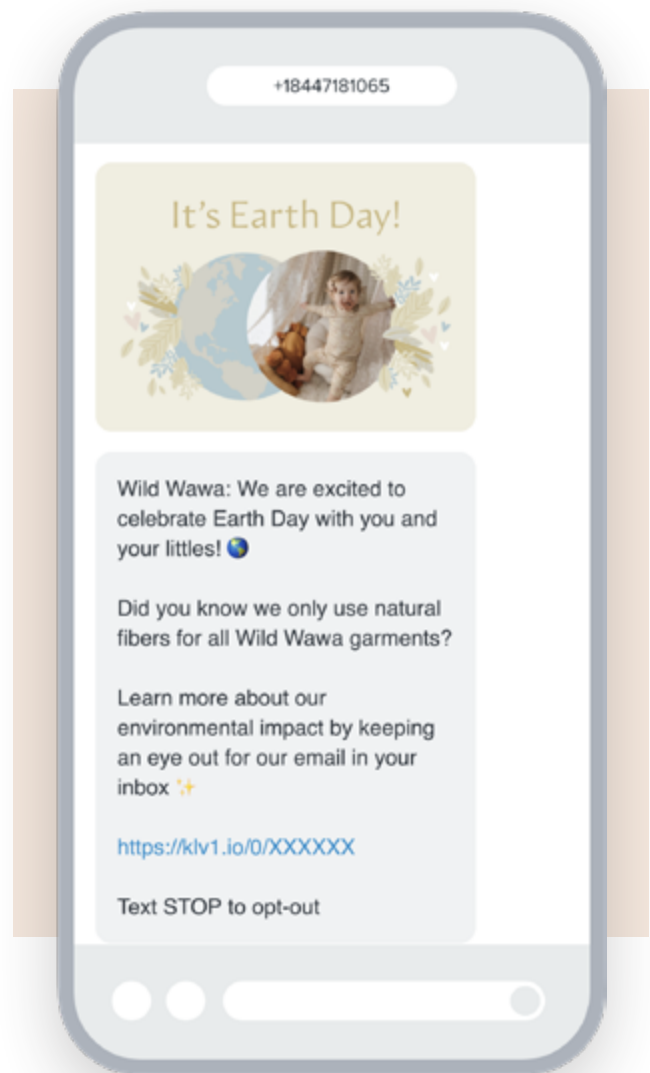
Increasing Social Media Engagement

As a way to increase brand awareness and engagement on multiple platforms, Quantum has included social media into its messaging by promoting partnerships with influencers and asking customers to tag them on social media.



Wild Mamas Club Loyalty Program

Loyalty programs with exclusive perks are a great way to retain customers and build brand loyalty. The Wild Mamas Club was introduced to reward loyal customers with birthday deals, early access to new products and sales, and the opportunity to earn reward points.



Clear Brand Messaging Across Multiple Channels

Email and SMS messages are used in tandem to further engage customers. For example, this Earth Day SMS message was a preview of an email to come about Wild Wawa's dedication to sustainability.



The Results

Incremental improvements led to tremendous results for Wild Wawa. **Wild Wawa saw a 2,225% return on their investment from working with Quantum Lifecycle Marketing.**

Wild Wawa is also seeing a nearly 5% conversion rate on forms built by Quantum, thus consistently growing their subscriber list at an unprecedented rate.



With Quantum successfully handling the SMS and email marketing content and schedules, Wild Wawa has been able to focus their efforts back to their mission of why they created Wild Wawa in the first place: making quality children's clothing that can be passed on for generations to come.

