



## How TerraFlame Achieved Double Email Revenue With Quantum Lifecycle Marketing



## ABOUT TERRAFLAME

TerraFlame sells environmentally friendly tabletop fire bowls and fireplaces designed for indoor and outdoor use. Since its' start in 2015, TerraFlame's goal has been to enhance time spent with friends and family by creating the perfect ambience with their gel fuel-fired appliances.

As part of the home and garden industry, TerraFlame's online store competes with major retailers such as Home Depot and Lowes, who dominate the market. Terraflame relies on lifecycle marketing to stand out against the big box retailers.

Keep reading to learn how TerraFlame **doubled their email revenue** and increased open rates to over 35% in just six months by partnering with Quantum Lifecycle Marketing.



## THE PROBLEM

TerraFlame has a beautiful website to match their products. They also had a sizable email list thanks to their acquisition strategy. Still, they knew they could do better in their life cycle marketing strategies.

While TerraFlame dabbled in marketing automation, they knew they weren't taking full advantage of email and SMS. Their team was lacking bandwidth to focus on this aspect of their business and did not have the time to implement a consistent email marketing strategy. Instead, email campaigns were sent sporadically and at non-peak hours with minimal automated journeys. There was also minimal split testing of their emails and therefore consistent optimizations were not being made.

Before partnering with Quantum, TerraFlame achieved solid email metrics, including:

Open rates: **20.4%**

Click-through rates: **3.8%**

Flow open rates: **43.5%**

Click rates: **9%**

Retention rate: **17%**

At the time, revenue coming from email accounted for roughly 15% of total revenue.

Quantum's goal was to lift campaign open and click rates beyond the industry average, which are 21% and 1.99%, respectively.

## THE SOLUTION

After performing an Lifecycle Marketing audit of TerraFlame's current practices, Quantum knew there was tremendous potential for growth. Quantum laid out a plan designed to increase email conversions and revenue.

Quantum's plan included:

- Updating the email marketing calendar
- Consistent A/B testing
- Revamping the customer journey
- New tactics to boost average order value (AOV)
- Perfecting content and creative across all email and SMS
- Implementing SMS strategy

### UPDATING THE EMAIL MARKETING CALENDAR

Quantum jumped right in to overhaul the campaign schedule and overall email marketing strategy. Emails started being sent regularly and at optimized times. To ensure consistent messaging, Quantum held regular meetings with the TerraFlame team to learn about new products and promotions to ensure they were creating content that is in line with TerraFlame's vision.

"We've developed a more focused and clear message in our campaigns," says TerraFlame. "Our templates and copy are increasingly more branded and recognized."

During this time, Quantum took careful steps to allow the audience to adjust to the new content schedule and expect more content from TerraFlame, which decreased unsubscribe rates. As a result, the new consistent flow of content saw both open and click rates increase.



## CONSISTENT A/B TESTING

Quantum takes a data-driven approach anytime we implement new campaigns or tactics. For Terraflame, we focused our tests on:

- Subject lines
- Pop-ups
- Preview text
- Images
- Body copy
- Call to Actions (CTAs)

A/B testing allowed Quantum to learn about the preferences of the TerraFlame audience. For instance, Quantum learned that the TerraFlame audience prefers messages with lots of images.

Quantum also learned that TerraFlame's customers are more likely to open an email when the discount amount is not in the subject line. By determining what TerraFlame's subscribers respond to best, Quantum was able to better tailor content to their audience to increase metrics.





## REVAMPING THE CUSTOMER JOURNEY

Quantum took several steps to improve the customer journey. Quantum's first action item was to personalize the abandoned cart journey based on items in the prospects' shopping cart.

After that, Quantum implemented several new journeys, including:

- Welcome series
- Cross-sell
- Winback
- Back-in-stock
- Browse abandonment

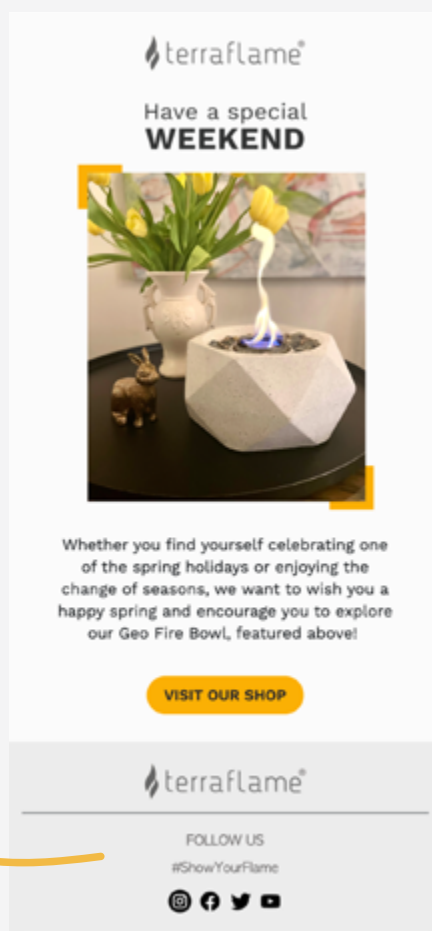
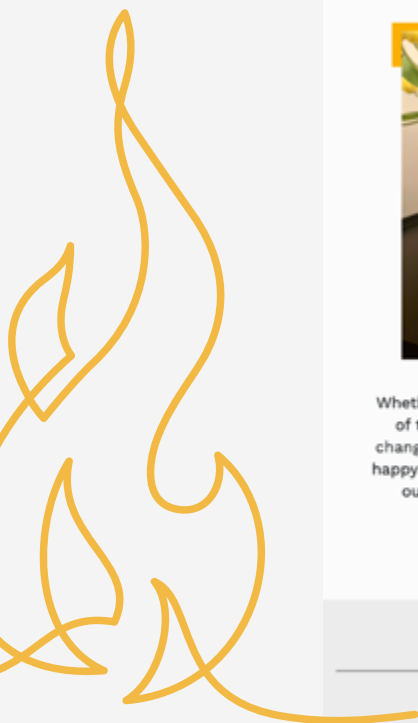


## NEW TACTICS TO BOOST AVERAGE ORDER VALUE

One of the best ways to increase customer lifetime value is to increase average order value (AOV). Quantum created a detailed strategy specifically to increase AOV. Tactics included:

- Promoting the Fuel Club subscription service through journeys to encourage customers to subscribe after they purchased fuel for their products.
- Highlighting free shipping on orders over \$150. This discount was in place before Quantum came aboard, but wasn't advertised.
- Adding "Products You Might Like" to the bottom of emails to encourage customers to consider products that are similar to what they've viewed.





## PERFECTING CONTENT AND CREATIVE

TerraFlame's design also went through a complete transformation. While TerraFlame's old emails lacked consistency and vibrancy, with the assistance of the TerraFlame team, the Quantum designers gave their brand a whole new look.

The new TerraFlame templates featured design elements to ensure consistency which included all new:

- Logos
- Headers
- Footers
- Imagery
- Fonts

The Quantum design team was able to capture the relaxed sophistication of TerraFlame's products in concise and tasteful email templates.

## THE RESULTS

As a result of working with Quantum, TerraFlame experienced a 100% email revenue increase in just six months and their customer retention rate more than doubled during this time to over 39% from just 17%.

There were numerous other improvements during this time including:

- 30% increase in AOV of purchases from email
- 21% increase in total orders placed
- 34%+ increase in total store revenue
- 35% open rates (up from 20.4%)
- 4% of total sales from SMS marketing

In addition to revenue increases, TerraFlame has noticed increased consumer confidence and brand awareness. The success of this partnership has allowed TerraFlame to expand its subscription service, introduce new products, restock popular products faster, and focus more on its other marketing efforts.

