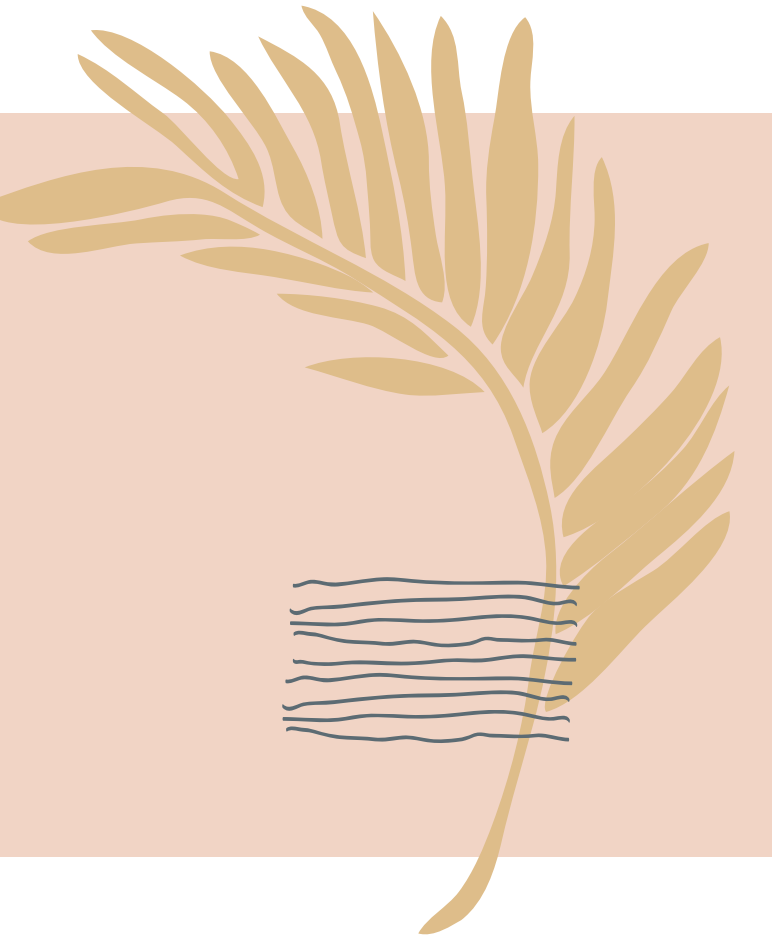




×

saalt



How Saalt Instantly
Doubled Their Email
Revenue With Quantum
Lifecycle Marketing



Saalt provides sustainable and ethically made period solutions for the modern woman. The forward-thinking brand relies on Shopify to provide direct-to-consumer fulfillment for their growing suite of products.

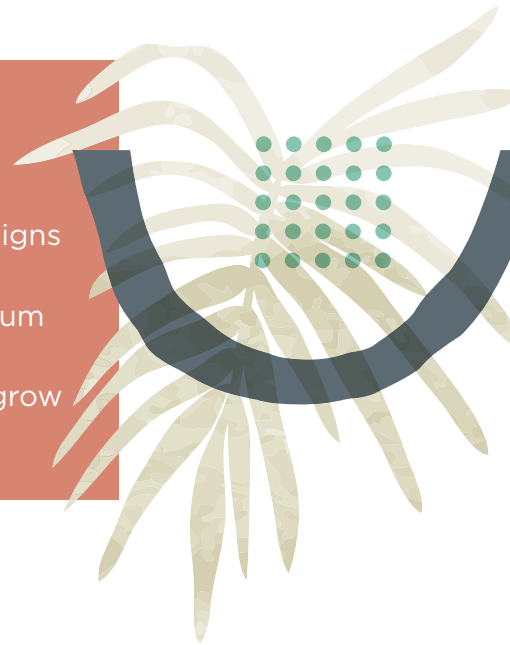
When Quantum first engaged with Saalt, they already had a great product, message and brand thanks to their in-house team of skilled marketers, which consisted of a marketing director, project manager, photographer, designer, and social media & influencer manager.

But they didn't have a dedicated email or lifecycle marketing expert with the capacity or knowledge to scale their email marketing efforts.

Keep reading to learn how Saalt achieved 270% lift in automated email revenue by partnering with Quantum.

KEY TAKEAWAYS

- Saalt's partnership with Quantum allowed the teams to work together to develop sophisticated lifecycle marketing campaigns to send targeted, dynamic messages to key customers.
- Automated campaigns designed and implemented by Quantum resulted in a **270% increase** in email revenue.
- Quantum Lifecycle Marketing empowers clients to instantly grow their ecommerce revenue.



THE CHALLENGE

Saalt was growing rapidly, but their email campaigns were underperforming, resulting in thousands of dollars of missed revenue.

While Saalt had implemented basic automation in some of their messaging, they weren't capitalizing on the full potential of email and they did not utilize unique journeys to optimize touchpoints and improve customer lifetime value.

Additionally, their current email provider made it difficult and time-consuming to integrate with their Shopify store.

The team at Quantum knew right away that implementing Quantum Lifecycle Marketing could quickly and meaningfully impact Saalt's bottom line.




THE SOLUTION

When the Quantum team looked under the hood at Saalt's existing email marketing campaigns, we quickly discovered that they weren't positioned for success with lifecycle marketing. Their existing setup was missing out on the benefits of targeted segmentation, automated journeys or detailed performance tracking.

The first thing Quantum did was migrate Saalt to Klaviyo. Migrating to Klaviyo enabled Saalt to effectively communicate with their past, present and future customers since Klaviyo natively talks to Shopify.

"We knew we wanted to move away from our old ESP and **working with Quantum made us feel confident** that we weren't going to lose any of our subscribers or triggers during the migration."

- Amanda Jones, Marketing Director, Saalt

- 
- **CTR: 1.59% → 9.33%**
 - **Open Rate: 10.6% → 14.4%**

After starting the migration, we dove headfirst into Saalt's data to better understand how people were interacting with the brand. Quantum's in-depth data analysis allowed Quantum and Saalt to launch more sophisticated email marketing strategies.

Using a data-driven approach, Quantum was able to build on Saalt's already strong brand to develop customized journeys designed to better communicate Saalt's messages to targeted audiences. The automated messaging flows set up by Quantum also allowed Saalt to passively engage with their audience and grow their revenue.

Since Saalt has a strong vision for its design and the brand as a whole, Quantum worked collaboratively with Saalt's design team to ensure that Saalt's unique aesthetic and voice were incorporated into every email campaign.

"**Quantum was able to fill the gaps in our in-house marketing team** so we didn't have to slow down or lose any momentum while we grow."

- Amanda Jones, Marketing Director, Saalt

Quantum also trained Saalt's marketing department in the Klaviyo backend and Quantum Lifecycle Marketing basics so they could implement their own lifecycle marketing strategies well into the future.



THE RESULTS

Saalt saw instant results after partnering with Quantum. Through automated journeys and manual broadcasts, Quantum was able to improve not only click-through rates and open rates, but actual revenue numbers. The following is just a sample of their month-over-month growth.

- **Automated Flow Revenue: 270% increase**
- **Manual Broadcast Campaign Revenue: 135% increase**
- **CTR: 1.59% → 9.33%**
- **Open Rate: 10.6% → 14.4%**
- **Daily Revenue Per Recipient: \$0.40 → \$0.65**

