



Quantum

Lifecycle Marketing

**How Ryan Bros Coffee Had 40%
Of Their Shopify Revenue Come
From Email Marketing By Partnering
With Quantum Lifecycle Marketing**

About Ryan Bros Coffee

Ryan Bros Coffee (RBC) is a family-owned coffee shop chain in San Diego with four retail locations, with two additional locations in San Diego International Airport. In addition to their brick and mortar locations, RBC offers their custom blends for purchase online.

With the help of Quantum Lifecycle Marketing, Ryan Bros Coffee was able to expand their business with a coffee subscription service, which allows customers in all locations to enjoy a sip of fresh San Diego custom blends delivered to their door.



The Problem

Ryan Bros Coffee already had a loyal following that allowed them to grow from a simple coffee cart in 1994, to a San Diego staple that was even given its own holiday by the city, "Coffee Day to Ryan Bros.," which occurs every November 8th.

Despite their local success, RBC relied primarily on their retail locations for revenue and were generating minimal income from their online coffee sales. RBC partnered with Quantum to increase online sales by creating and optimizing a new email marketing program.



The Solution

Quantum got to work by setting up a completely new email marketing program from scratch. Quantum honed in on customer activation, conversion and retention. The lifecycle marketing tactics used by Quantum included:



Content calendar:

A content calendar was created to send subscribers consistent emails to drive sales and build brand awareness. Email topics included new product announcements, product highlights, discounts and sales, and blog updates.

Automated flows:

Automations were put in place to personalize the customer experience. Each flow features a discount code in order to incentivize the user to take action.

Pop up forms:

Pop ups were put on the site that offered a discount in exchange for signing up for RBC's email newsletter. This strategy was used to grow the customer email list.



Life's Too Short To Be Bitter



SUBSCRIBE & SAVE



**ALWAYS
SAVE 10%**



**FREE
SHIPPING**



**NEVER RUN
OUT AGAIN**

Save Now!

Save money and never run out of Ryan Bros Coffee with Subscribe and Save!

Not only can you save 10% on every order, you can also get FREE shipping, automatic delivery, and a fully customizable subscription to let you switch it up when you feel like it.

Subscribe today and save on future orders!

SUBSCRIBE NOW



From all of us at Ryan Bros, thank you for your support! Remember, Life is too short to be bitter!

We strive to provide a coffee community and culture that all can be a part of and enjoy the perfect cup of coffee together! Your participation and support of Ryan Bros Coffee is what fuels the business the brothers started many years ago.

We are a family-run business headquartered in San Diego and emails are a crucial way for us to keep in touch with our coffee lovers and fans. We strive to provide relevant content such as store discounts, coffee tips and tricks, and updates from all of us at Ryan Bros.

No longer want to receive these emails? (%unsubscribe %).
[[organization.name]] [[organization.full_address]]

Automated Flows

Automated emails are triggered by a user's actions and are tailored to personalize the customer journey.



Life's Too Short To Be Bitter



**PLACE
YOUR
ORDER!**

Let's Order!

We noticed that you were checking out some of our different products, but haven't decided on any yet.

To help you make your decision, here's 10% OFF your entire purchase!

SUBSCRIBE NOW

****This offer will only be available for the next 48 hours****



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Automated flows used for RBC include:

Welcome series:

Welcomes customers to RBC emails with a discount code.

Browse abandonment:

When a customer has looked at products, but not made a purchase, they are sent an email with a discount code that is valid for 48 hours to create urgency.

Cart abandonment:

When a customer has put an item in their cart, but not completed the purchase, they are sent an email with a time sensitive discount code to create urgency.

Post-purchase:

Includes upsell emails to join the coffee subscription service with a time sensitive discount code. A series of three emails are sent and then moved to a different flow if no action is taken.

Winback/Sunset:

Emails sent to customers that have not made a purchase recently. Contains a time sensitive discount code to incentivize action, otherwise customers are no longer sent emails.

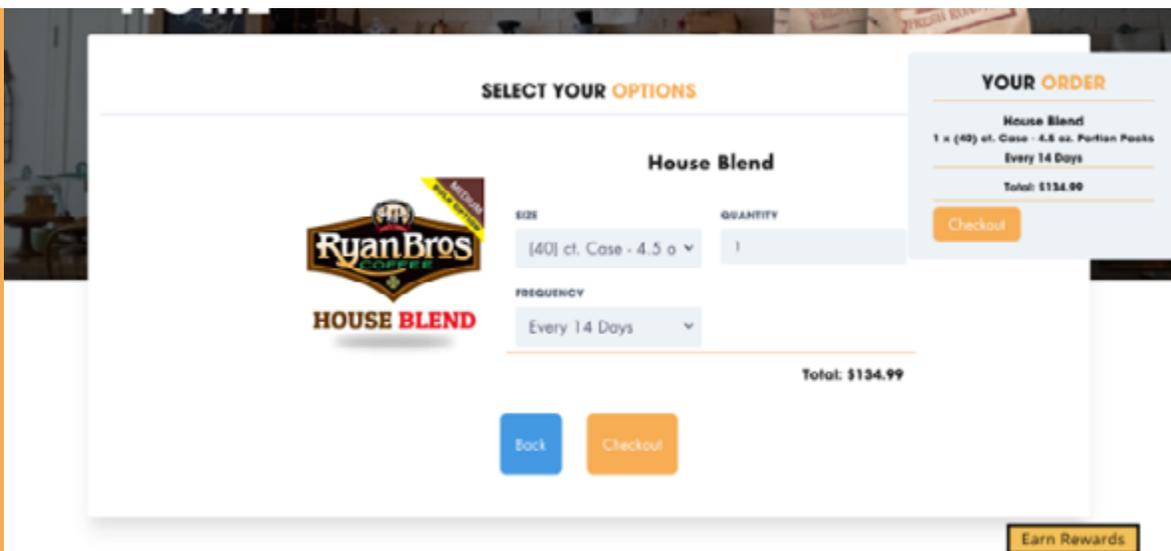
Birthday:

Personalizes the user journey by offering a free bag of coffee on a customer's birthday.

Starting The Coffee Subscription Service

To boost RBC's online revenue, Quantum encouraged starting a coffee subscription service. Through the service, customers subscribe to their favorite coffee blends and automatically receive a restock on a frequency chosen by the customer depending on their coffee drinking habits.

The subscription service allowed Quantum to use the power of automation to further build revenue. The team constructed subscription flows and restock flows to drive more sales. The coffee subscription service has been an instrumental part of RBC's ecommerce success, as Quantum's efforts have resulted in 40% of RBC's Shopify revenue as of April 2022.



Revamping Email Design

Quantum is always looking for opportunities for improvement. At the beginning of 2022, Quantum decided that RBC's emails were ready for a new design which resulted in even higher open rates and engagement.

Brand Uniformity

RBC wanted every email that their customers receive to be uniform and reflect their branding. RBC uses Shopify as its ecommerce platform, which sends out its own order notification emails to customers. Quantum redesigned the Shopify emails to match RBC's brand. Quantum also updated the default notification copy to better reflect RBC's voice.

The Results

While RBC already had success with their physical locations prior to Quantum, they now have a very profitable ecommerce side to their business as well. The partnership between Quantum and RBC has led to Quantum's efforts accounting for **40% of RBC's Shopify revenue** as of April 2022.

RBC has greatly benefited from the addition of email marketing that they did not have prior to working with Quantum. Their email campaigns continue to have impressive results including:

**Average open rate:
over 20%**

**Average click through rate (CTR):
over 6%**

**Unsubscribe and spam complaint rates:
Below industry average**

The coffee subscription service that was suggested by Quantum accounts for over half of their overall Shopify revenue. With the help of Quantum's expertise, coffee drinkers all over the country can now savor RBC's delicious roasts while RBC enjoys a new, thriving business model that continues to grow and expand.

