



SANDCLOUD CASE STUDY

Our success story improving brand recognition and revenue with marketing automation using Klaviyo

www.sandcloud.com

OBJECTIVES

At the time, the firm was utilizing Klaviyo and their capabilities were limited to simple sends and importing leads from various sources. The firm identified these objectives they wanted to address:

- Mapping out the entire lead process to manage database
- Be able to automate lead import activity, from various sources, while maintaining the integrity of the data
- Custom campaign UI: the ability for team members to easily create new campaigns and enter campaign meta relevant to executed campaigns
- Learning how to utilize Dynamic Content as well as be able to report on dynamic content performance
- Gain visibility into their data, specifically lead sources and being able to enter leads into email journeys based on the lead source
- Increase revenue from existing flows, and improve sales
- Use creative templates and best practices to increase sales and increase brand awareness of philanthropy division.

SOLUTION

Our solution was to generate new content, use dynamic features, and improve segmentation and test flow strategies. We discovered new ways to showcase their brand.

BENEFITS

1. Rebuild product images and branding

These benefits are really helpful for rebranding your product or services and building another image for customers.

2. Email revenue growth

Massive success was provided by introducing new flows and address opportunities for increase revenue, flow testing and content A/B testing to improve conversion and repeat purchase and for outbound campaigns.

3. Powerful word of mouth advertising

Often leads to product and service brand evangelism that can help boost our company's visibility and improve the conversion rates. This was done by using strategies to show case there brand with content in new ways.



AT A GLANCE

CHALLENGES

- Increase revenue from existing customers
- Aquire new customers and convert
- Increase awareness of philanthropy work

BENEFITS

- Direct Cost : Consulting costs
- Revenue Created: 30% ROAS & Email Marketing Revenue

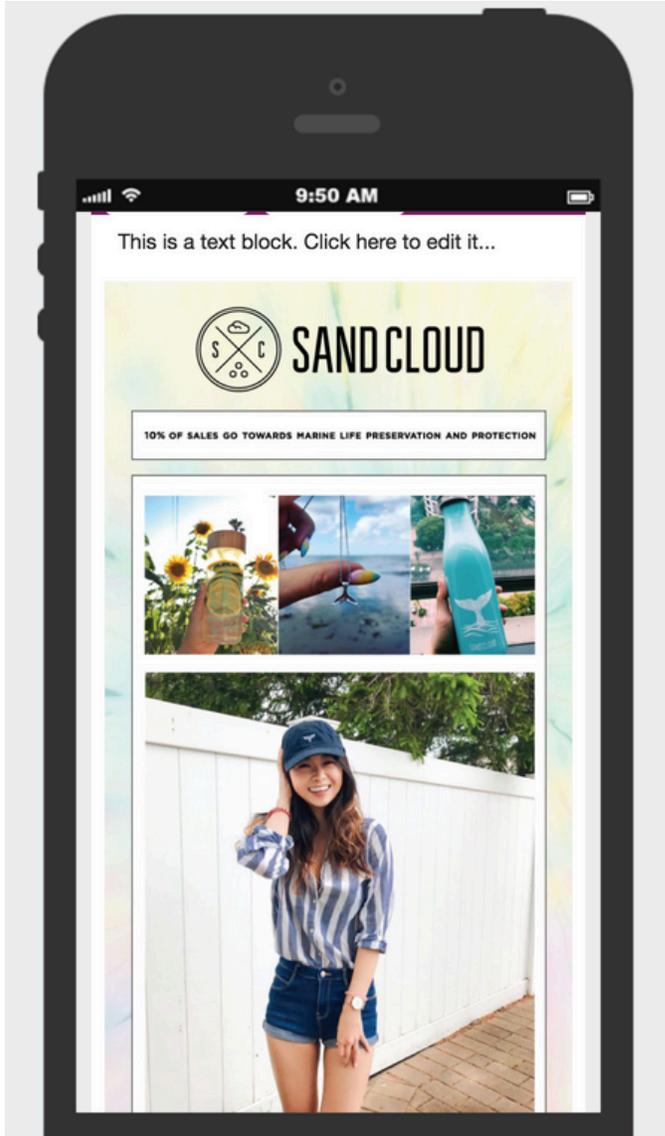


COFOUNDERS: STEVEN FORD, BRANDON LEIBEL

Sand Cloud

“For over 12 months, our company has been improving the brand and company images to give a proper experience to our customers.”

Content Showcase



Block ID	Block Title	Analytics Last 30 Days										
1	First newsletter	<table border="1"> <tr><td>Views</td><td>107</td></tr> <tr><td>Clicks</td><td>5,936</td></tr> <tr><td>Open Rate</td><td>5,536</td></tr> <tr><td>Click Rate</td><td>51.6%</td></tr> <tr><td>Active in the Flow</td><td>100%</td></tr> </table>	Views	107	Clicks	5,936	Open Rate	5,536	Click Rate	51.6%	Active in the Flow	100%
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2	Get 20% off	<table border="1"> <tr><td>Views</td><td>97</td></tr> <tr><td>Clicks</td><td>1,206</td></tr> <tr><td>Open Rate</td><td>1,206</td></tr> <tr><td>Click Rate</td><td>12.3%</td></tr> <tr><td>Active in the Flow</td><td>100%</td></tr> </table>	Views	97	Clicks	1,206	Open Rate	1,206	Click Rate	12.3%	Active in the Flow	100%
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3	Copy of last chance to save 20% off	<table border="1"> <tr><td>Views</td><td>246</td></tr> <tr><td>Clicks</td><td>1,981</td></tr> <tr><td>Open Rate</td><td>1,981</td></tr> <tr><td>Click Rate</td><td>7.9%</td></tr> <tr><td>Active in the Flow</td><td>100%</td></tr> </table>	Views	246	Clicks	1,981	Open Rate	1,981	Click Rate	7.9%	Active in the Flow	100%
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4	Get 1 Help	<table border="1"> <tr><td>Views</td><td>6</td></tr> <tr><td>Clicks</td><td>114</td></tr> <tr><td>Open Rate</td><td>114</td></tr> <tr><td>Click Rate</td><td>19%</td></tr> <tr><td>Active in the Flow</td><td>100%</td></tr> </table>	Views	6	Clicks	114	Open Rate	114	Click Rate	19%	Active in the Flow	100%
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Block ID	Block Title	Analytics Last 30 Days										
1	New Customer Thank You	<table border="1"> <tr><td>Views</td><td>1,986</td></tr> <tr><td>Clicks</td><td>1,206</td></tr> <tr><td>Open Rate</td><td>60.8%</td></tr> <tr><td>Click Rate</td><td>60.8%</td></tr> <tr><td>Active in the Flow</td><td>100%</td></tr> </table>	Views	1,986	Clicks	1,206	Open Rate	60.8%	Click Rate	60.8%	Active in the Flow	100%
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2	Become an Ambassador	<table border="1"> <tr><td>Views</td><td>100</td></tr> <tr><td>Clicks</td><td>1,206</td></tr> <tr><td>Open Rate</td><td>1,206</td></tr> <tr><td>Click Rate</td><td>12.1%</td></tr> <tr><td>Active in the Flow</td><td>100%</td></tr> </table>	Views	100	Clicks	1,206	Open Rate	1,206	Click Rate	12.1%	Active in the Flow	100%
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3	Marine Life & Become an Ambassador	<table border="1"> <tr><td>Views</td><td>6</td></tr> <tr><td>Clicks</td><td>114</td></tr> <tr><td>Open Rate</td><td>114</td></tr> <tr><td>Click Rate</td><td>19%</td></tr> <tr><td>Active in the Flow</td><td>100%</td></tr> </table>	Views	6	Clicks	114	Open Rate	114	Click Rate	19%	Active in the Flow	100%
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