

LGXNDS

Revenue Infrastructure
Overhaul

Scaling the 'Grind' Through Behavioral Journeys (cont.)

“Our focus was on 10DLC-compliant SMS integration and high-velocity Klaviyo flows that operate with 13 years of architectural precision.” -
Principal Architect

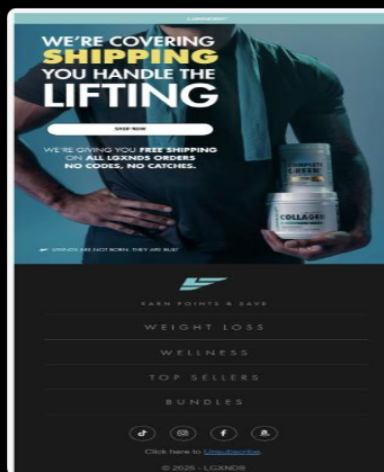
SOLUTION: FLOW OPTIMIZATION

We expanded core sequences to 7-9 touchpoint behavioral journeys. This included the 'Elite' Welcome Series with conditional splits for supplements vs. apparel, a 'Logic-First' cart recovery flow, and a predictive replenishment engine to create recurring revenue streams without the friction of formal subscriptions.

REVENUE PILLARS: Rebuilt flows into 7-9 touchpoint behavioral journeys.

CREATIVE SYNERGY: Mobile-First layouts with dynamic product blocks and AI-voiced mapping.

CURRENT CHALLENGE



OPTIMIZED SOLUTION



By optimizing the Klaviyo plumbing, we achieved significant growth in **Flow Revenue** and **Engagement**.

THE FINAL RESULTS



30%+ Revenue contribution from flows



Reduced Rates of unsubscribes via smart filters



Higher Open Rates via high-engagement sunset policy

In the end, LGXNDS transformed its email strategy into a high-velocity revenue engine. By cleaning technical debt and focusing on behavioral triggers, the brand now operates with architectural precision, ensuring customers receive relevant content that drives long-term loyalty and recurring revenue.

LGXNDS

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Replacing Generic Email Blasts with High-Integrity Behavioral Automation



ABOUT LGXNDS

LGXNDS is a leading DTC brand specializing in supplements and apparel. Before the overhaul, they relied on standard, short-sequence flows that failed to account for the unique buying cycles of their customers. We identified a significant 'leak' in browse-to-cart abandonment and a creative gap where text-heavy emails didn't match their high-energy branding.

CASE STUDY: LGXNDS

Principal Architect,
Revenue Strategy

WEBSITE:

www.lgxnds.com

INDUSTRY: DTC

Supplements & Apparel

GOAL: Increase LTV &
Revenue

THE OBJECTIVE

The objective was to replace generic communication with high-integrity behavioral automation to increase Customer Lifetime Value (LTV) and recover lost revenue. By applying a Principal Architect approach, we aimed to bridge the gap between supplement replenishment needs and lifestyle-driven apparel purchases through sophisticated architectural flow optimization.

“We didn't just 'send emails' for LGXNDS; we built a Revenue Infrastructure. By mapping the stakeholder journey from the first site visit to the third replenishment order, we turned a supplement brand into a recurring revenue machine.” -

Principal Architect

Abandoned Cart


4th New Optimized Email

Sign up for texts to get all BFCM sales!

YOUR 5% DISCOUNT IS ALMOST GONE!

Use code **GHSSL**

[Finish Your Order](#)



You were close to locking in your stack and your exclusive **FIVE PERCENT DISCOUNT IS ABOUT TO RUN OUT.**

This is your last chance to save and fuel your training with the formulas built for real performance.

Your cart is still waiting but not for long. Once the timer hits zero your code expires.

Use code **GHSSL** and finish what you started.

[Finish Your Order](#)


GET OUR BESTSELLERS

CREATINE MONOHYDRATE ★★★★★



[SHOP NOW](#)

PCT + TEST ★★★★★



[SHOP NOW](#)

CREAFLOW ★★★★★



[SHOP NOW](#)

★★★★★ **I RECOMMEND THIS PRODUCT**

Normally I lose definition after a cycle, but this kept me looking shredded and vascular without any extra effort.

CONNOR S.

LGXNDS

[VITAMIN](#)

[DETOX DUO](#)

[OMEGA 3 FISH OIL](#)

Can't see this email? [View in Your Browser](#)
We never want to miss a text message!

Browse Abandoned Email #2

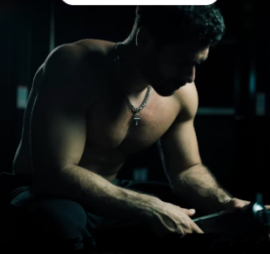
No Current Email

Optimized

Sign up for texts to get all BFCM sales!

THE RIGHT FORMULA STARTS YOUR RISE

[SHOP NOW](#)




WE NOTICED YOU WERE CHECKING OUT OUR TOP FORMULAS.

Great results start with the right choice and the right support.

Every LGXNDS product is built to deliver strength focus and real performance. If you want cleaner energy better recovery or more power your perfect formula is still waiting.

Your goals deserve the best. Make your next move count.

[SHOP NOW](#)



★★★★★

This pre-workout is great! It gives me clean energy and lots of focus in my workouts. I was able to double my lifting sessions from 30 min to 1 hour. No crash and no itchy feeling (I typically take 1 scoop since I am sensitive to caffeine) Pairs well with the Non-Stim Fat burner. Great quality product.

JAZMIN T.

★★★★★

"I never believed in herbal medicine until I met a friend of mine who was also cured with herbal medicine, I decided to give it a try by contacting and ordering herbs from Dr. EboSeremen, and behold within 14 days of usage I was cured my HSV2 AND I thank you so much Doc EboSeremen

JASMINE

★★★★★

I recommend this product Wake up feeling refreshed, recharged, and ready for the day.

JADE P.

LGXNDS

[VITAMIN](#)

[DETOX DUO](#)

[OMEGA 3 FISH OIL](#)

Browse Abandoned Email #3

No Current Email


Optimized

SIGN UP FOR TEXTS TO GET ALL BFCM SALES!

LGXNDS

OTHERS ARE SEEING RESULTS YOU CAN TOO

SHOP NOW



WE SAW YOU CHECKING OUT OUR TOP PRODUCTS

Here is what real customers say after making the move.


People are loving the clean energy the fast recovery and the strength they feel after switching to LGXNDS.

Your goals are still waiting and the formula you viewed is helping athletes every day. Do not let your progress slow. Your next level is one click away.

Return To Your Product

GET OUR BESTSELLERS

★★★★★




PCT + TEST

PCT + TEST naturally supports testosterone, boosts performance, and helps you maintain your gains.

SHOP NOW

★★★★★




CREATINE MONOHYDRATE

5g of pure creatine to boost strength, endurance, and faster recovery.

SHOP NOW

★★★★★



Site Abandonment

Current Email

SIGN UP FOR TEXTS TO GET ALL BFCM SALES!

LGXNDS

DON'T MISS OUT. YOUR LGXNDS WISHLIST AWAITS

SHOP NOW

- ✓ Fuel up with powerful formulas
- ✓ Proven ingredients, real results
- ✓ Be the legend in the morning.

Real muscle performance is built one step every day. We noticed you were checking out some of our top performing LGXNDS formulas — the ones built to elevate your feeling, recovery, and results. Don't let your momentum fade. These game changers are still waiting for you.

LEGENDS STARTS WITH CONSISTENCY

WEIGHT LOSS

WELLNESS

TOP SELLERS

BUNDLES

Click here to [Subscribe](#)

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Optimized


SIGN UP FOR TEXTS TO GET ALL BFCM SALES!

LGXNDS

DO NOT MISS THIS

YOUR LGXNDS WISHLIST IS READY

SHOP NOW



- ✓ Fuel up with powerful formulas
- ✓ Proven ingredients and real results
- ✓ Step forward and rise higher


YOUR NEXT LEVEL IS ONE STEP AWAY.

We noticed you were checking out some of our top performing LGXNDS formulas.

These are built to drive strength, recovery and focus. Do not let your momentum fade. Your game changers are waiting for you.

SHOP NOW


★★★★★



PCT + TEST

SHOP NOW

★★★★★



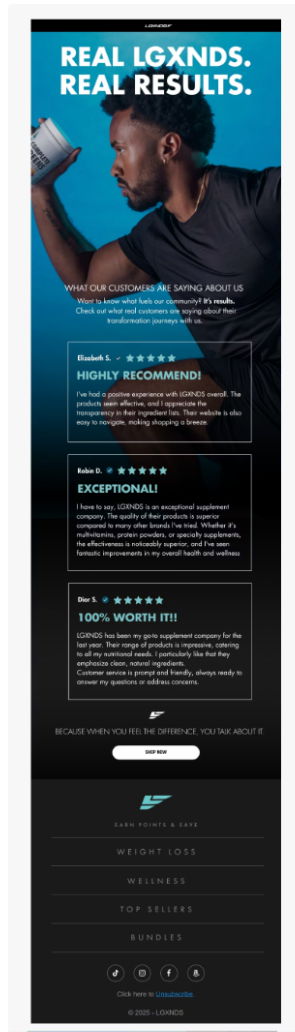
CYCLE DEFENDER

SHOP NOW

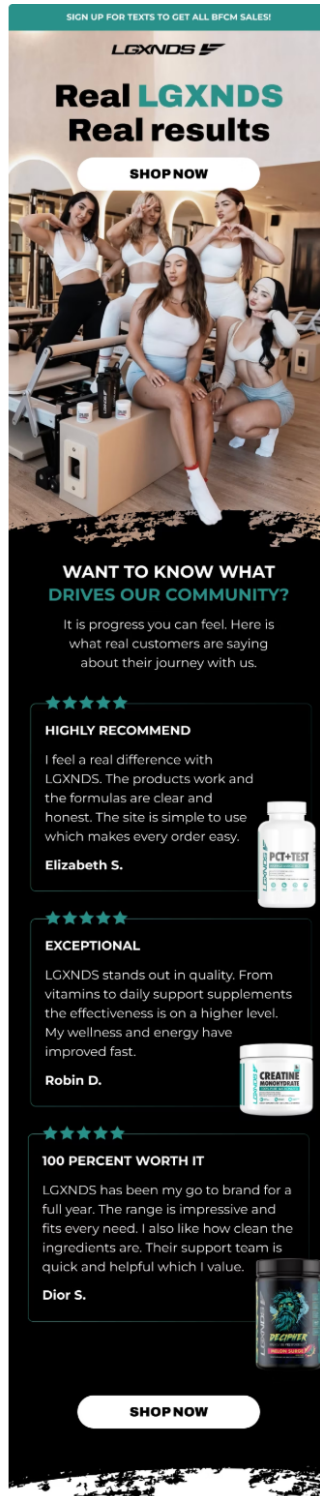
★★★★★

Site Abandonment Email #2

Current Email



Optimized



GET OUR BESTSELLERS



★★★★★

PCT + TEST

PCT + TEST naturally supports testosterone, boosts performance, and helps you maintain your gains

SHOP NOW