

Web Development & Lifecycle Marketing Case Study

Web (Shopify), Email (Klaviyo) & SMS (Attentive)

ONESKIN

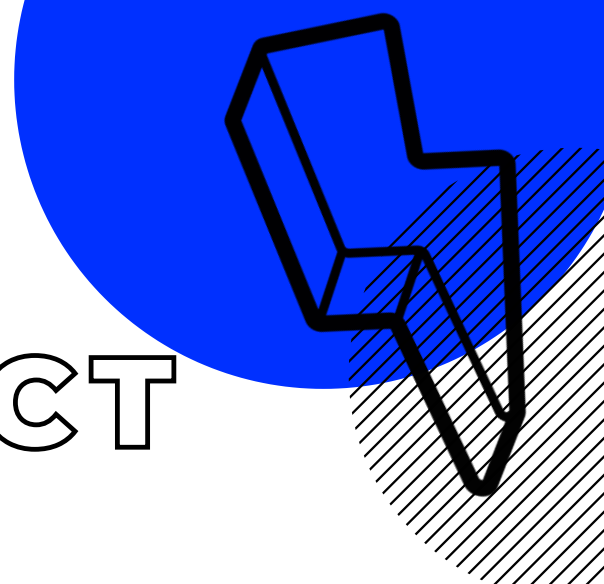
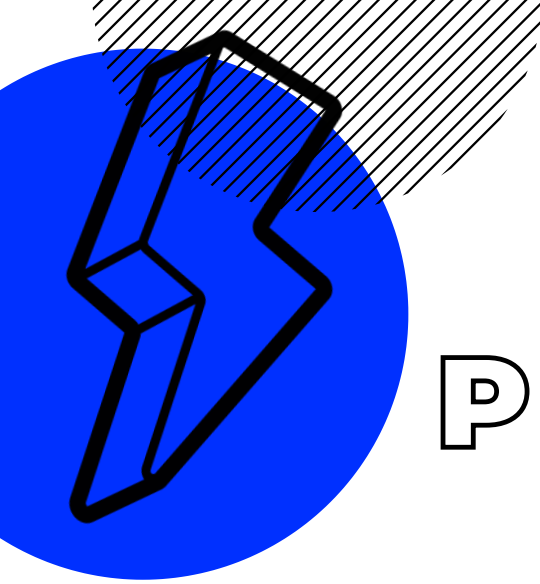


56%

percentage of online sales from
email & SMS marketing

500+

active subscription customers
attributed to email/sms



THE PROJECT

ONESKIN

Oneskin approached electriQ marketing with a major request, their site needed to work on mobile and their launch was coming up. In less than a week, we worked to make their site mobile responsive, cleaning up code in the process. In conjunction, we launched OneSkin's email and SMS programs.


GROWTH STRATEGY

Given the limited time before launch, we prioritized mobile functionality on the website and absolutely must-have email/sms flows (welcome, abandoned cart, post-purchase) for an optimal customer experience. Since, we've added on a referral program and continued to build out their Klaviyo and Attentive account, focusing on key customer touchpoints that increase retention and CLTV. We also manage the email/SMS campaign calendar.

EXECUTION

Our deliverables consisted of:

- » Web Development
- » Email/SMS Marketing Lifecycle Strategy
- » Lead Capture Opt-in Method Design & Implementation
- » ReChargeSMS Setup & Deployment
- » Campaign Calendar, Creative & GIF design
- » Referral Program Launch
- » QA Testing with Email on Acid
- » Monitoring Deliverability with Glockapps



electrIQ has done an incredible job assisting OneSkin with email marketing/sms. The team is responsive, creative and the performance has been great both in terms of engagement as well as revenue.

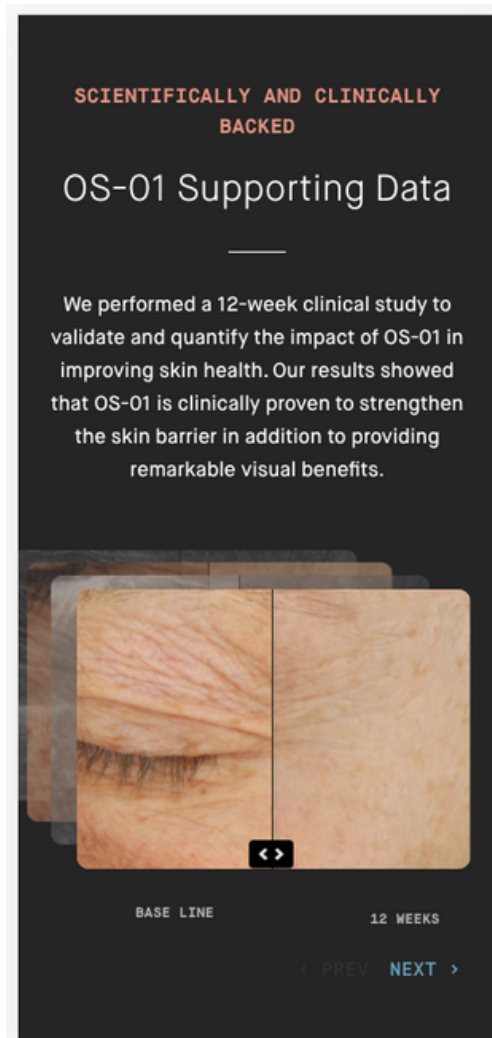
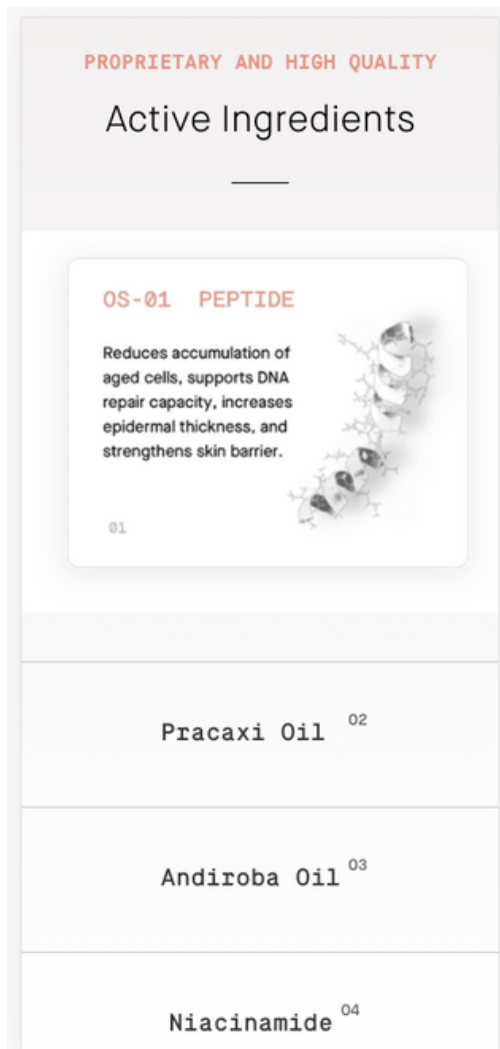
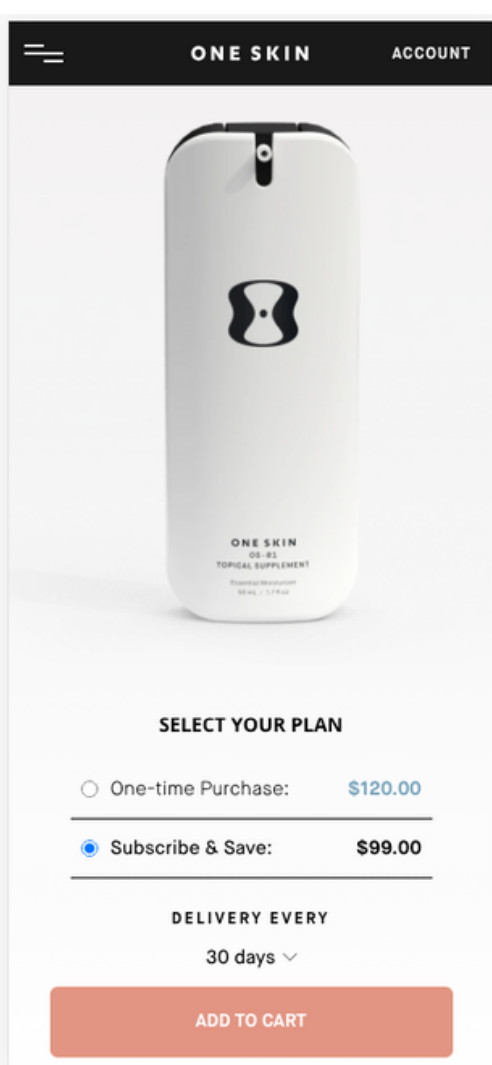
CAROLINA OLIVEIRA

Co-Founder & CEO @ OneSkin

WEB DEV

Mobile

OneSkin had very specific design requirements that needed to translate to the mobile customer experience. In less than a week, we were able to translate their desktop designs into a functioning mobile website for launch.



LIST GROWTH

Pop-up

We implemented a two-step Attentive pop-up on desktop and mobile (utilizing tap to subscribe on the mobile pop-up).

ONE SKIN

UNLOCK

10% OFF

YOUR ORDER

CONTINUE

ONE SKIN

UNLOCK

10% OFF

YOUR ORDER

By submitting this form, you agree to receive recurring automated promotional and personalized marketing text messages (e.g. cart reminders) from OneSkin at the cell number used when signing up. Consent is not a condition of any purchase. Reply HELP for help and STOP to cancel. Msg frequency varies. Msg and data rates may apply. View [Terms & Privacy](#).

GET 10% OFF NOW
when you sign up for email and texts

Complete your
signup →

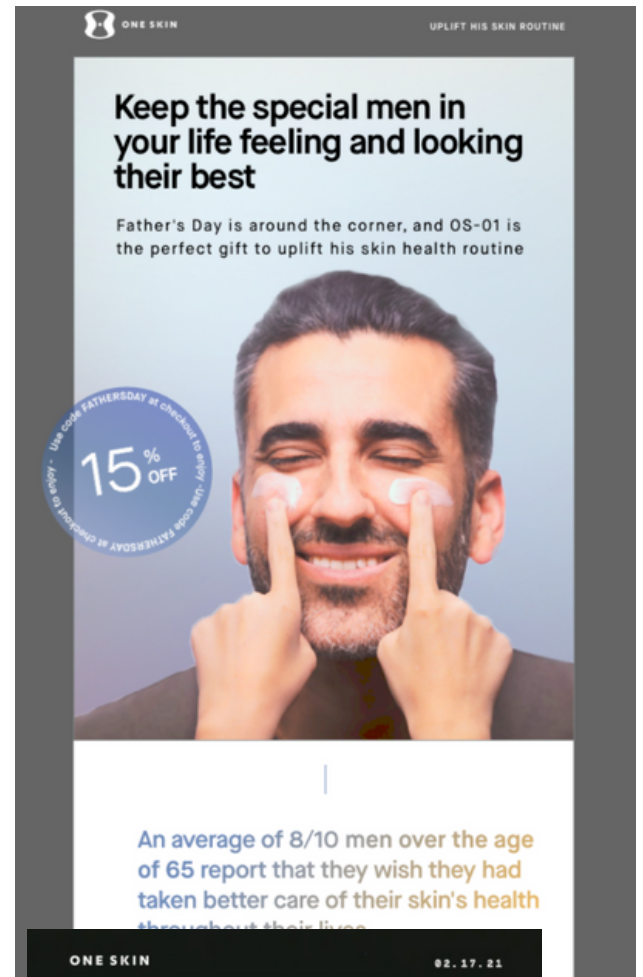
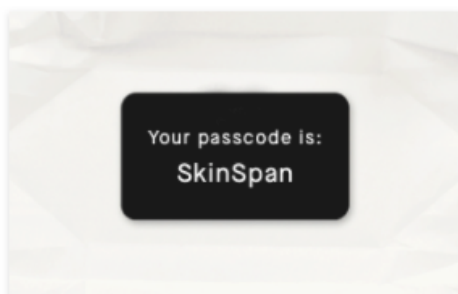
RESULTS

Email & SMS Marketing

We were able to successfully launch OneSkin's email & SMS marketing program in February, and have seen month-over-month increases in performance and revenue since.



This is it! **Your last chance to access our limited supply of OS-01.** We've made this new batch available **ONLY** to our loyal followers by showing our gratitude to you.



RESULTS

Email & SMS Marketing

We utilized Shopify deep links to send one-time campaigns to non-purchasers offering a special sample size product not available on the website. With Shopify deep links, we were able to take visitors directly to checkout with their email and the product pre-populated. We also included this email as a 3rd touchpoint in our non-purchaser abandoned cart flow.



Cart > Information > Shipping > Payment

Express checkout

shop Pay

G Pay

OR

Contact information

Already have an account? Log in

Email
test@gmail.com

☐ Keep me up to date on news and offers



OS-01 Topical Supplement, 15ml

\$35.00

Gift card or discount code

Apply

Subtotal \$35.00

Shipping Calculated at next step

Taxes (estimated) \$2.54

Total USD \$37.54

SPECIAL
OFFER
JUST FOR
YOU

ONE SKIN
OS-01
TOPICAL SUPPLEMENT
Essential Moisturizer
15 mL / 0.5 FL OZ

Our 15 mL OS-01 bottle makes starting your skin's longevity journey easier than ever before. This offer is by invitation only, and we're hoping it will allow you to get to know OS-01 on a personal level.

Try OS-01 today with [exclusive access to our 15 mL bottle of OS-01](#) for just **\$35 + Free Shipping**.

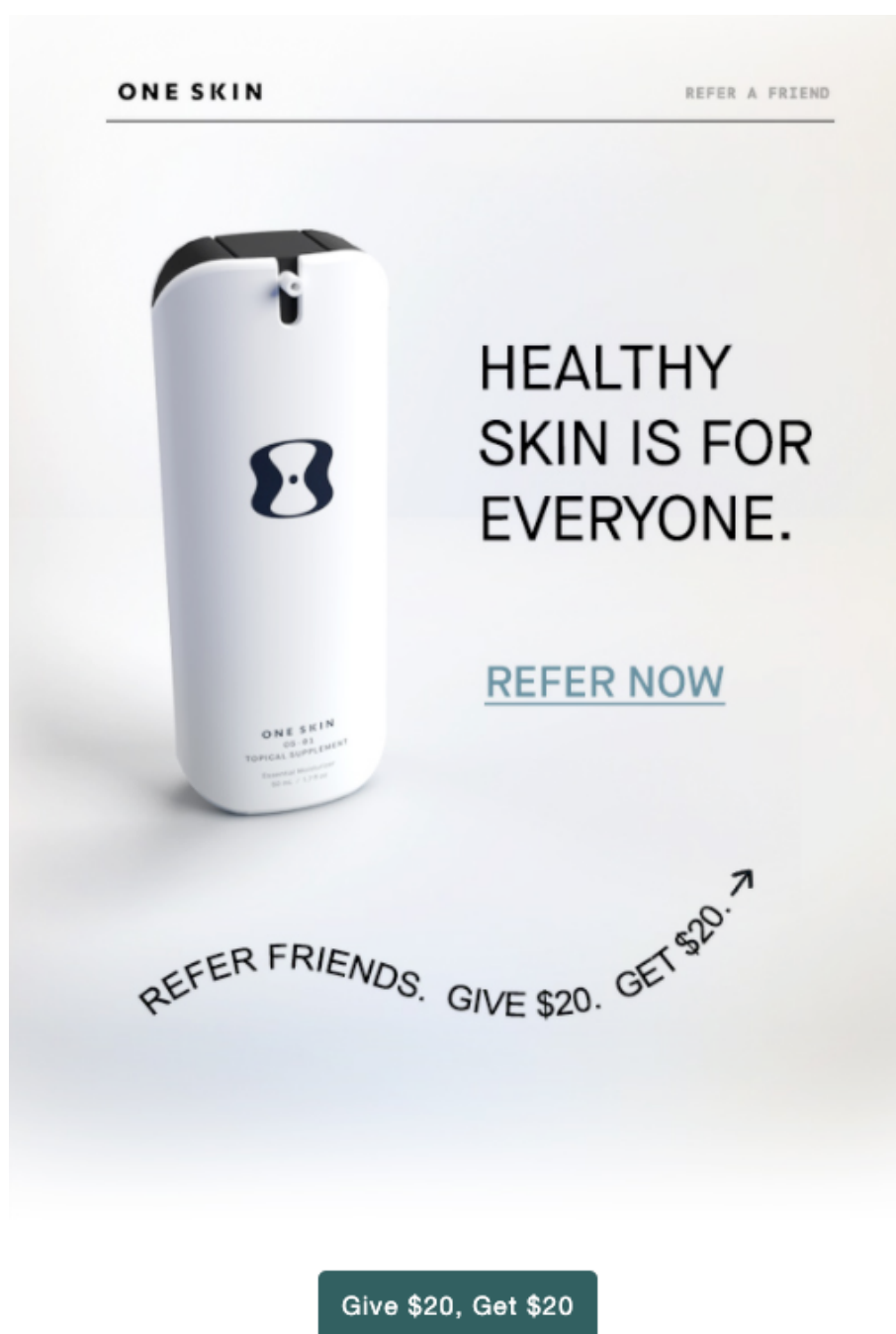
We're confident your skin will love it and you will be back for more.

SHOP NOW

RESULTS

Referral Program

After launching OneSkin's referral program, we included referral program callouts in multiple post-purchase customer touchpoints across both email & SMS to encourage adoption.



RESULTS

Email Marketing

48%

the percentage of online sales
attributed email marketing

106%

average increase in email
marketing revenue month over
month since launch

RESULTS

SMS Marketing

\$2.47

average revenue per text sent

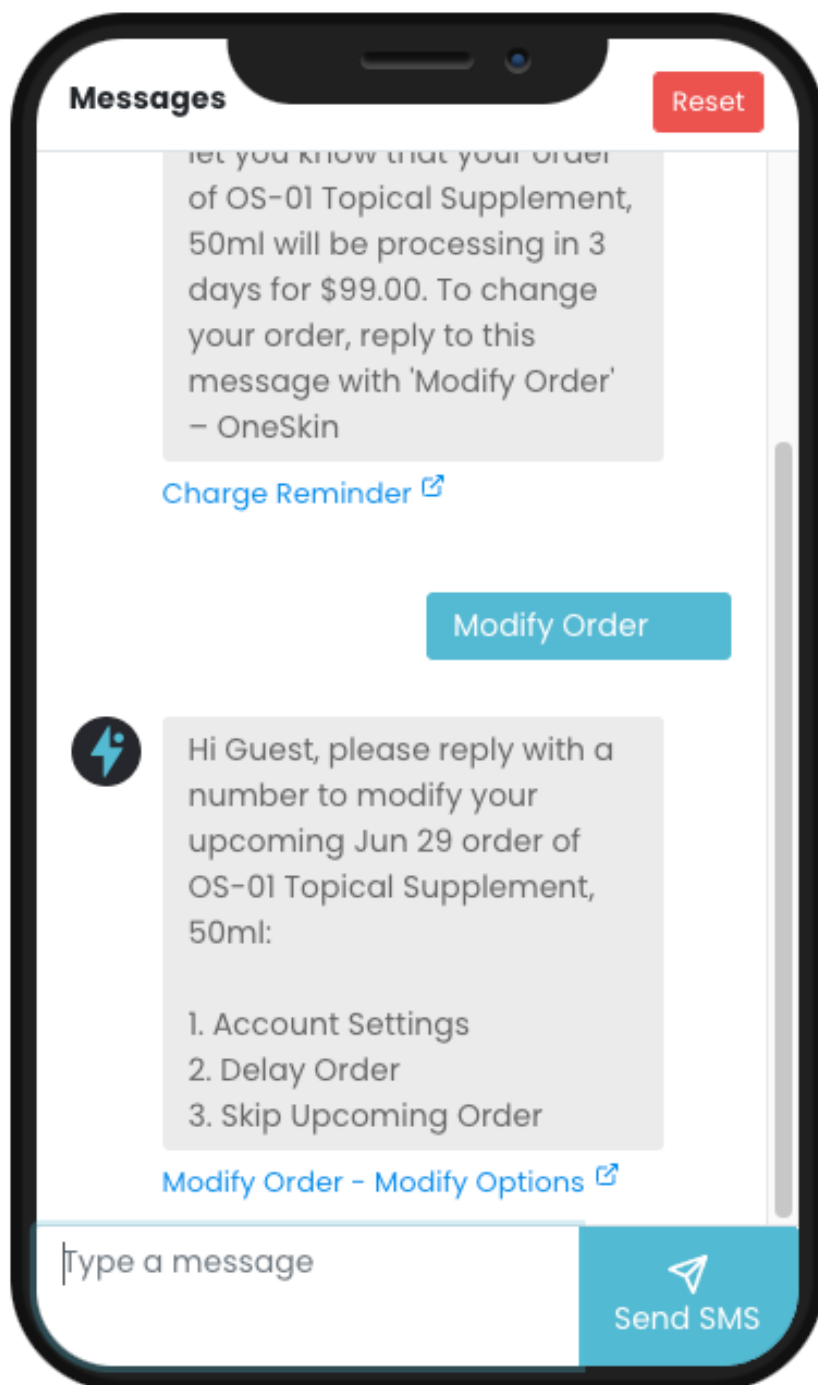
203%

average increase in SMS
marketing revenue month over
month since launch

RESULTS

ReChargeSMS

OneSkin's business model is focused on recurring subscriptions to their flagship product, OS-01. We implemented ReChargeSMS to allow subscription customers to manage all aspects of their subscription via text.



SMS RESULTS

ReChargeSMS

500+

active subscription customers
attributed to email/sms

56%

of online sales revenue
attributed to recurring
subscription orders



A GEN-Z AGENCY BUILT FOR TODAY

If you're going to invest in marketing, you deserve bottom-line results. Get your free audit, analysis, and consultation today.

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