Web Development & Lifecycle Marketing Case Study

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

ONESKIN

attentive® Premier Partner

KLAVIYO // MASTER GOLD PARTNER

A NEW WAY OF THINKING ABOUT SKIN

The first topical skin supplement designed to extend your skinspan on a molecular level.
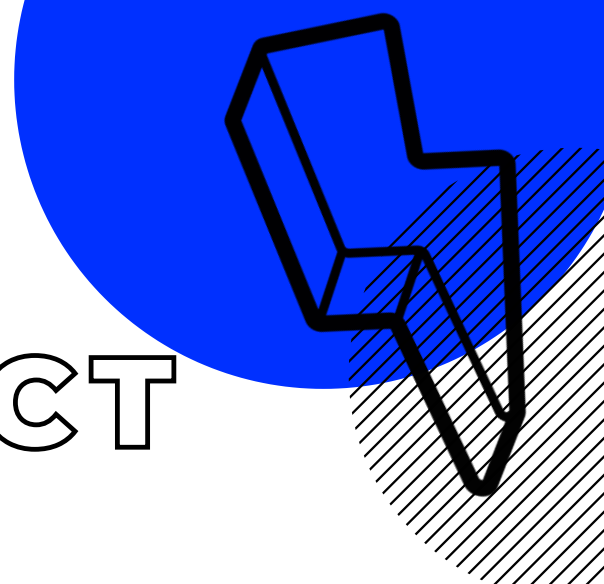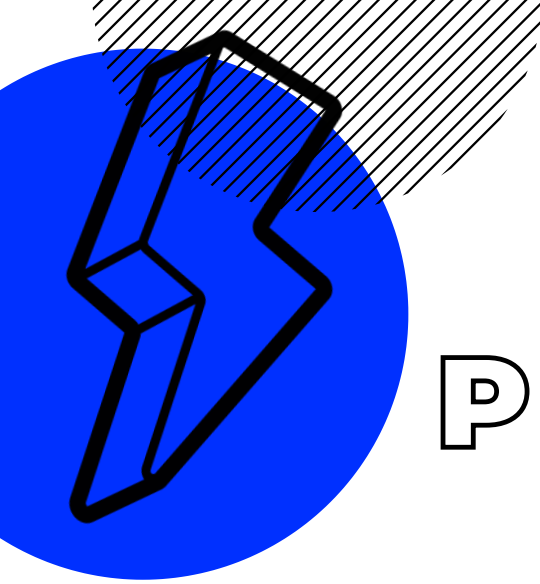
ONE SKIN

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.*
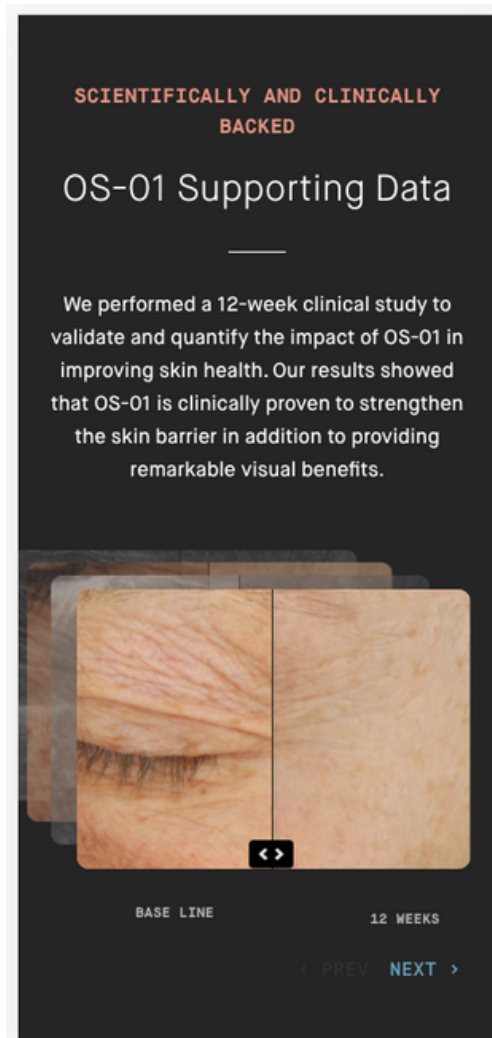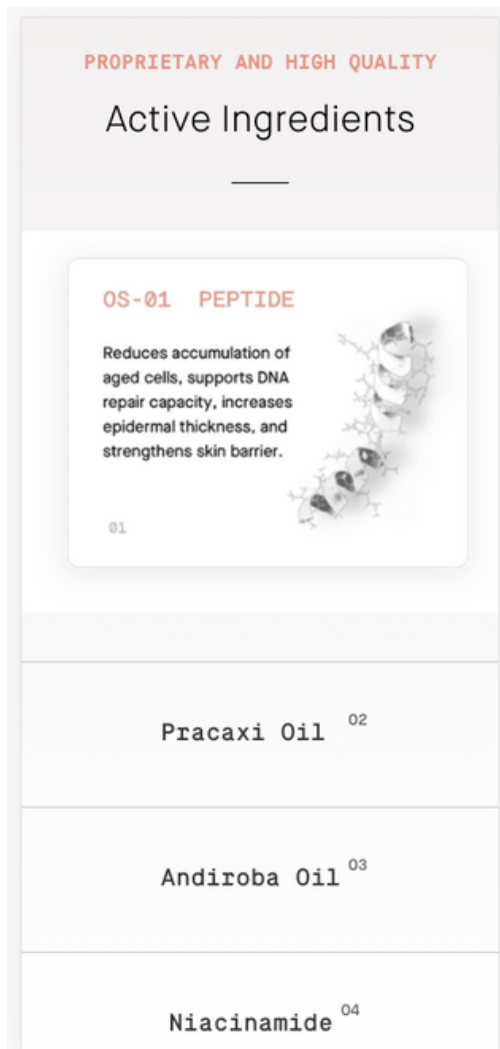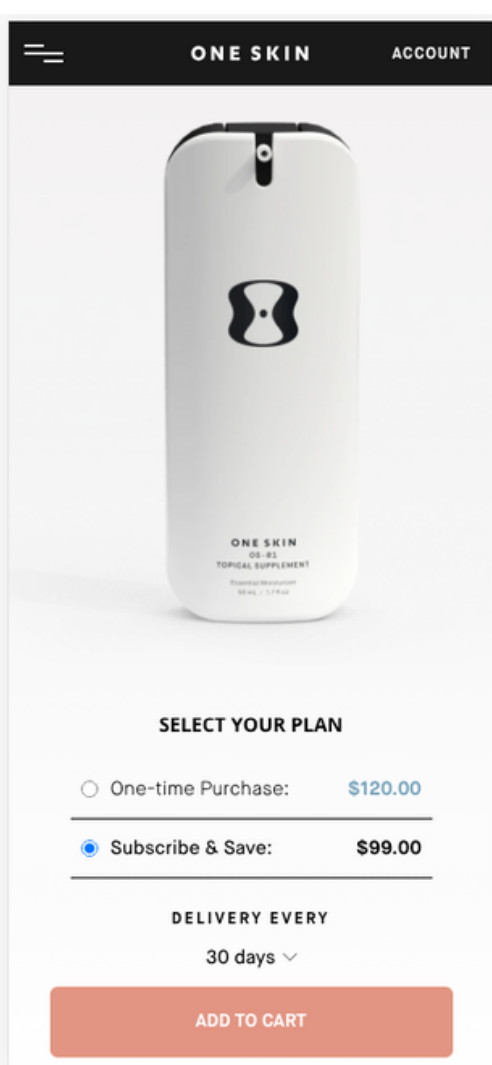>
> *"*

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).
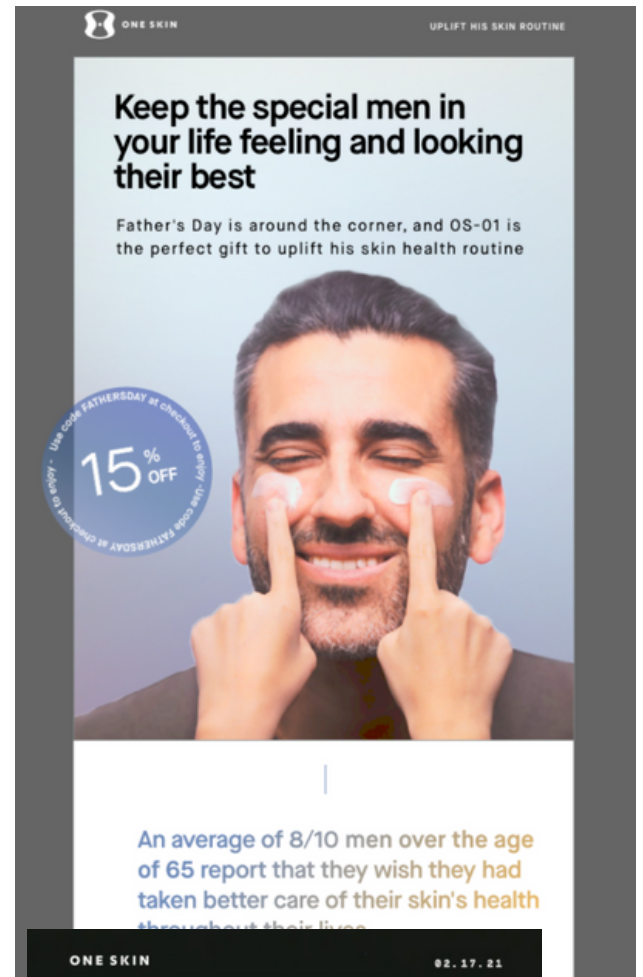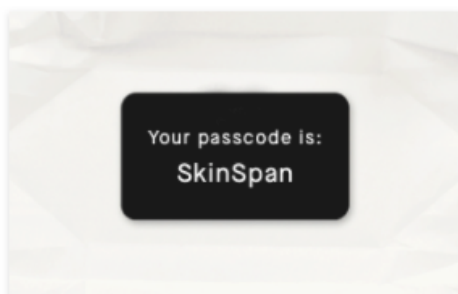
RESULTS
Email & SMS Marketing

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.

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.

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.
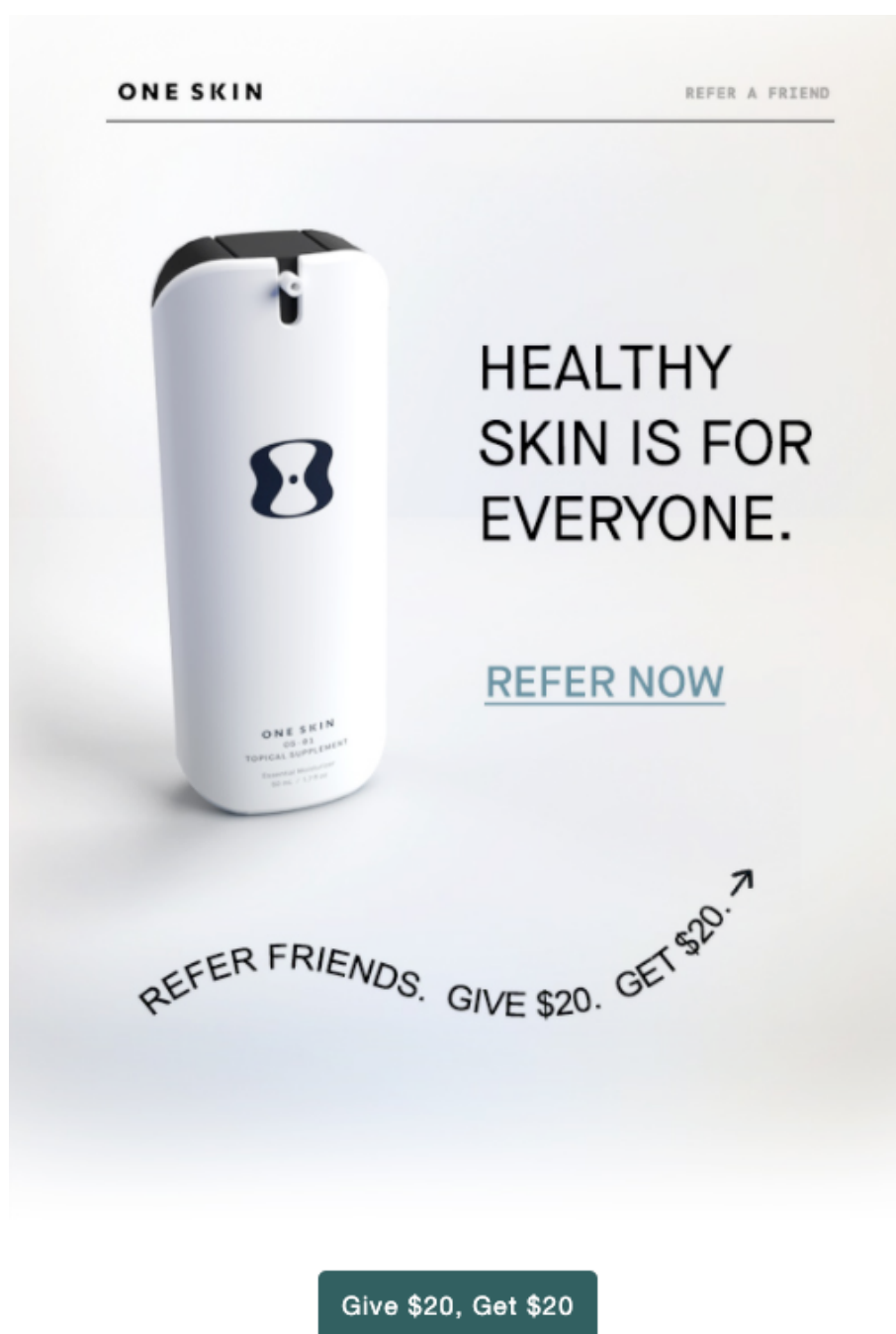
RESULTS
Email Marketing

48%

the percentage of online sales attributed email marketing

106%

average increase in email marketing revenue month over month since launch

RESULTS
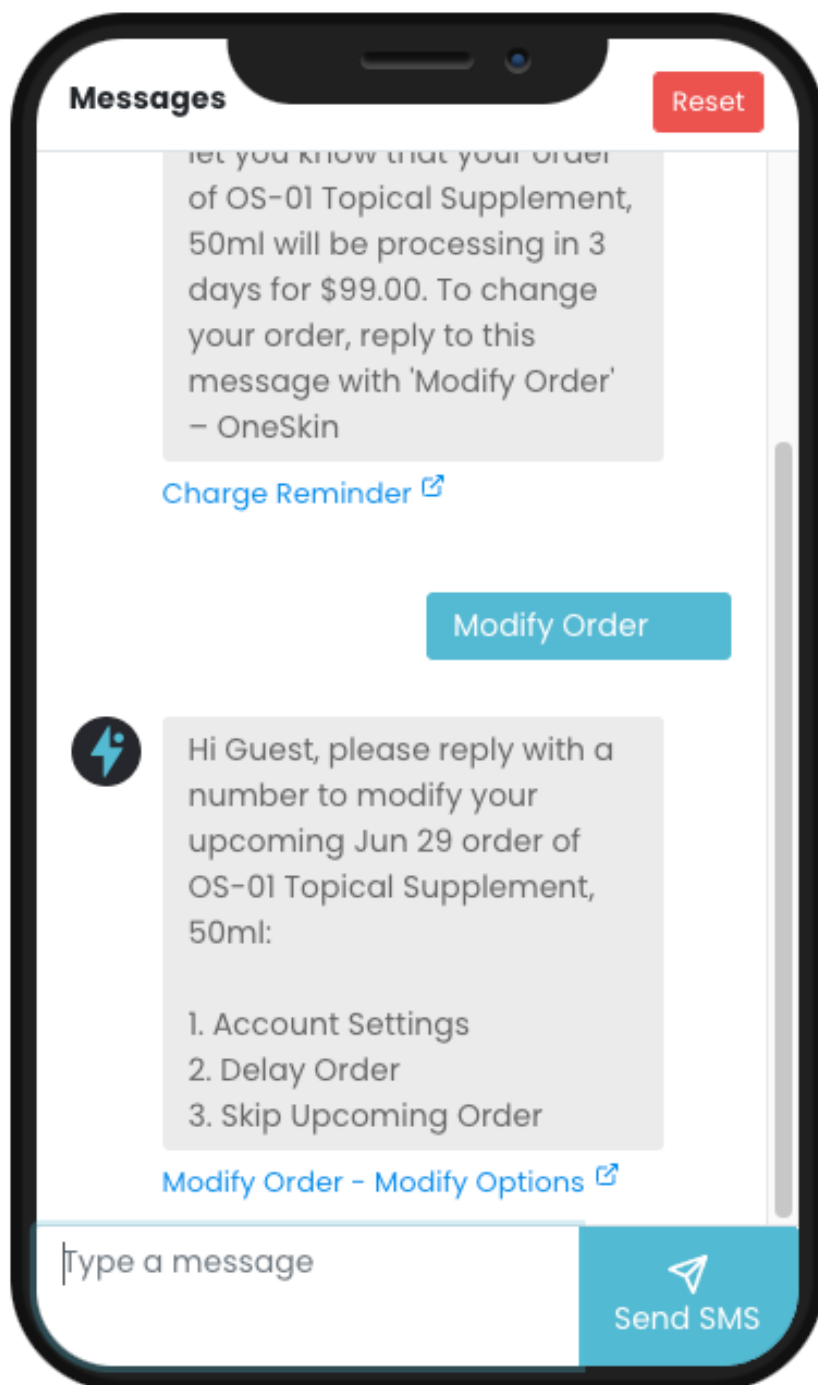## *SMS Marketing*

$2.47

average revenue per text sent

203%

average increase in SMS marketing revenue month over month since launch

electriqmarketing.com

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

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

LET'S GROW TOGETHER

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