



KLAVIYO // MASTER
GOLD PARTNER



Lifecycle Marketing Case Study

Email (Klaviyo)
& SMS (Postscript)

SAFELY

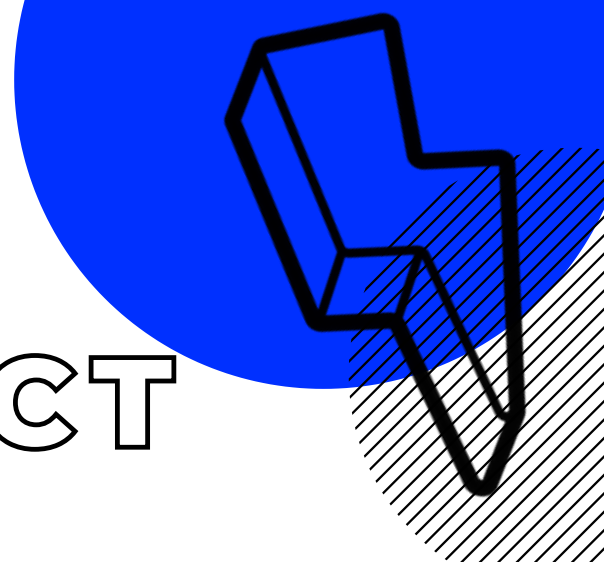
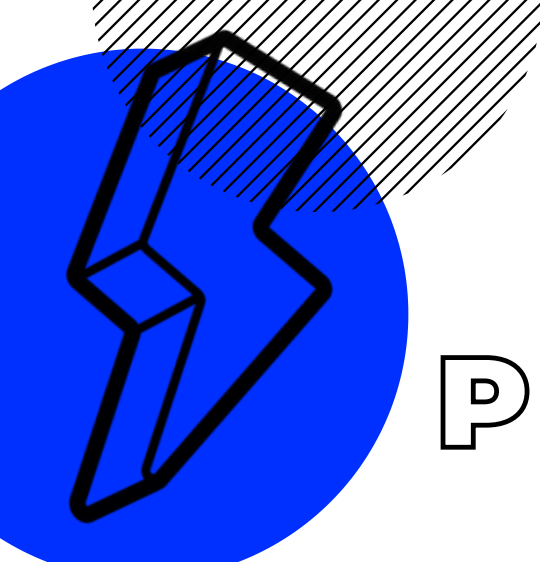


38.9%

percentage of launch sales from
email & SMS marketing

30K+

pre-launch subscribers across
email & SMS



THE PROJECT

SAFELY

Safely approached electriQ marketing to create their email & SMS program for the launch of the new brand. We worked with Safely to capture leads pre-launch in order to build a launch day email & SMS list we'd be able to market to, while building out best-in-class Klaviyo and Postscript flows so all customer touchpoints were accounted for in advance of the launch.

GROWTH STRATEGY

Given the celebrity involvement, we launched SMS swipe-up stories to opt-in to "be the first to know" when Safely would launch. We also had a landing page with a countdown timer where visitors could enter their email and phone number.

EXECUTION

Our deliverables consisted of:

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

LIST GROWTH

Pre-Launch Landing Page

Visitors could join the waitlist to be the first ones with access to the site when we launched.

BE THE FIRST TO SHOP

—:—:—:—

Sign up below to be the first to hear from Chrissy and Kris when Safely goes live!

Email

Phone Number (optional)

JOIN THE WAITLIST

By subscribing, you agree to receive recurring automated marketing text messages (e.g. cart reminders) at the phone number provided. Consent is not a condition to purchase. Msg & data rates may apply. Msg frequency varies. Reply HELP for help and STOP to cancel. [View Terms of Service](#) & [Privacy Policy](#).

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RESULTS

Email Marketing

We were able to successfully launch Safely's email marketing program, accounting for over 27% of launch sales.

35%

open rate

16.1%

click rate

19.1%

percentage of 1st day sales
attributed to email marketing

RESULTS

SMS Marketing

We were able to successfully launch Safely's SMS marketing program, accounting for over 27% of launch sales.

50.1%

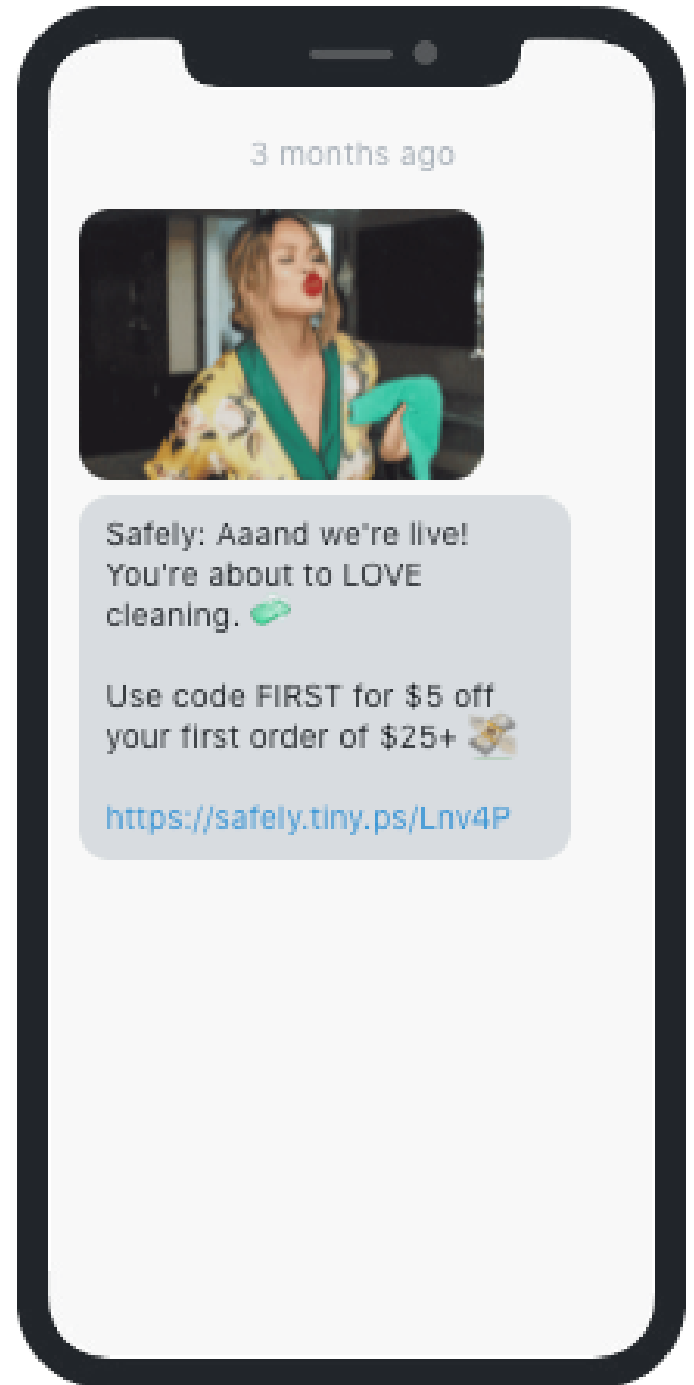
click through rate

\$5.71

revenue per text message

19.8%

*percentage of 1st day sales
attributed to SMS marketing*





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LET'S GROW TOGETHER