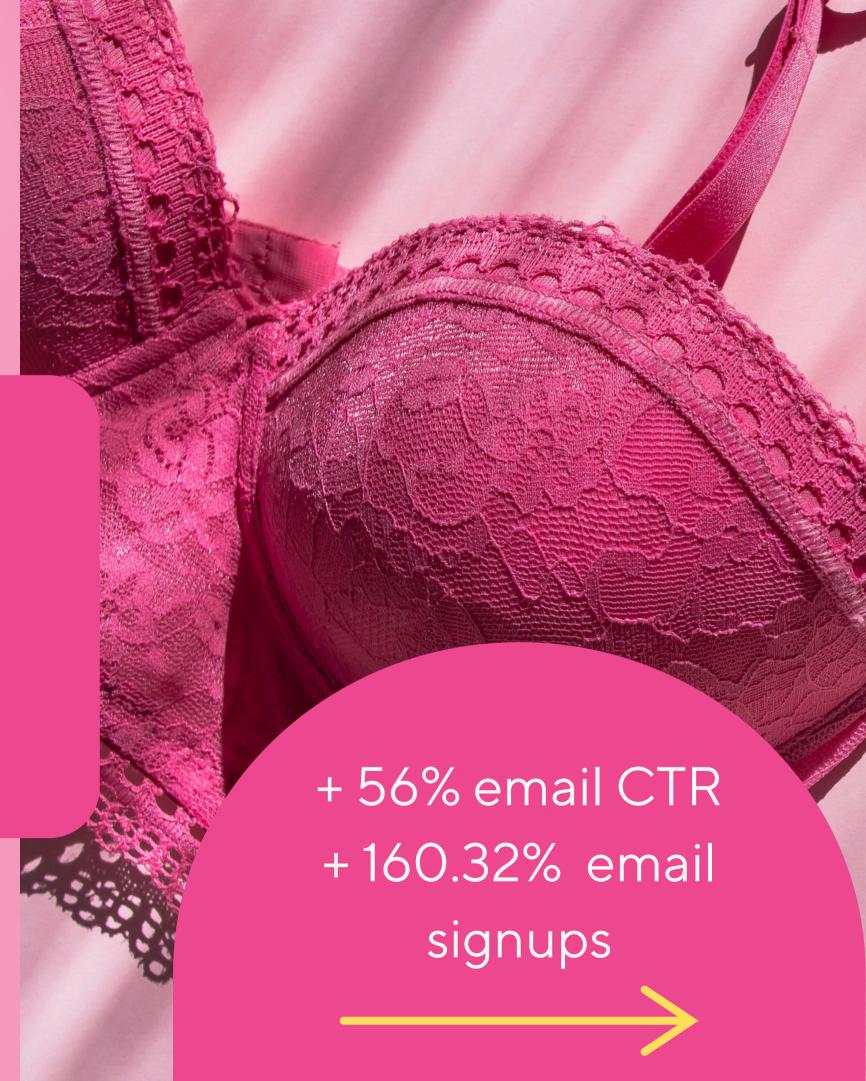




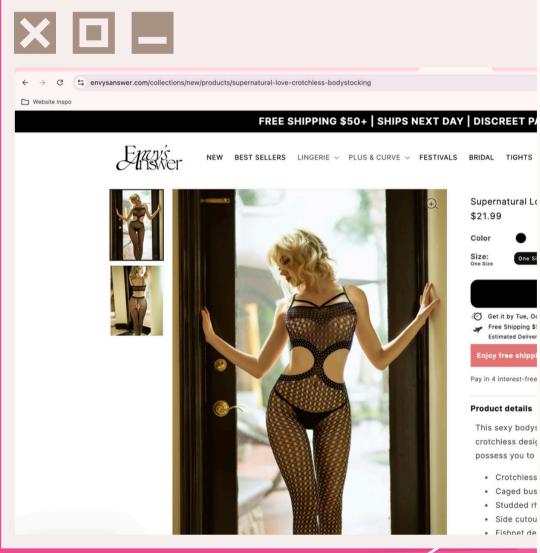




We helped this lingerie brand feel a 48% increase in sales.







The Nightmare

This lingerie brand was in desperate need of a dedicated fanbase.

Envy's Answer is a recently launched lingerie brand. There was one big problem, though. It's SO difficult to run ads when your products are as revealing as this.

When you can't advertise with traditional methods, you need to get creative. You need to build a fanbase of loyal customers that will spread the word.

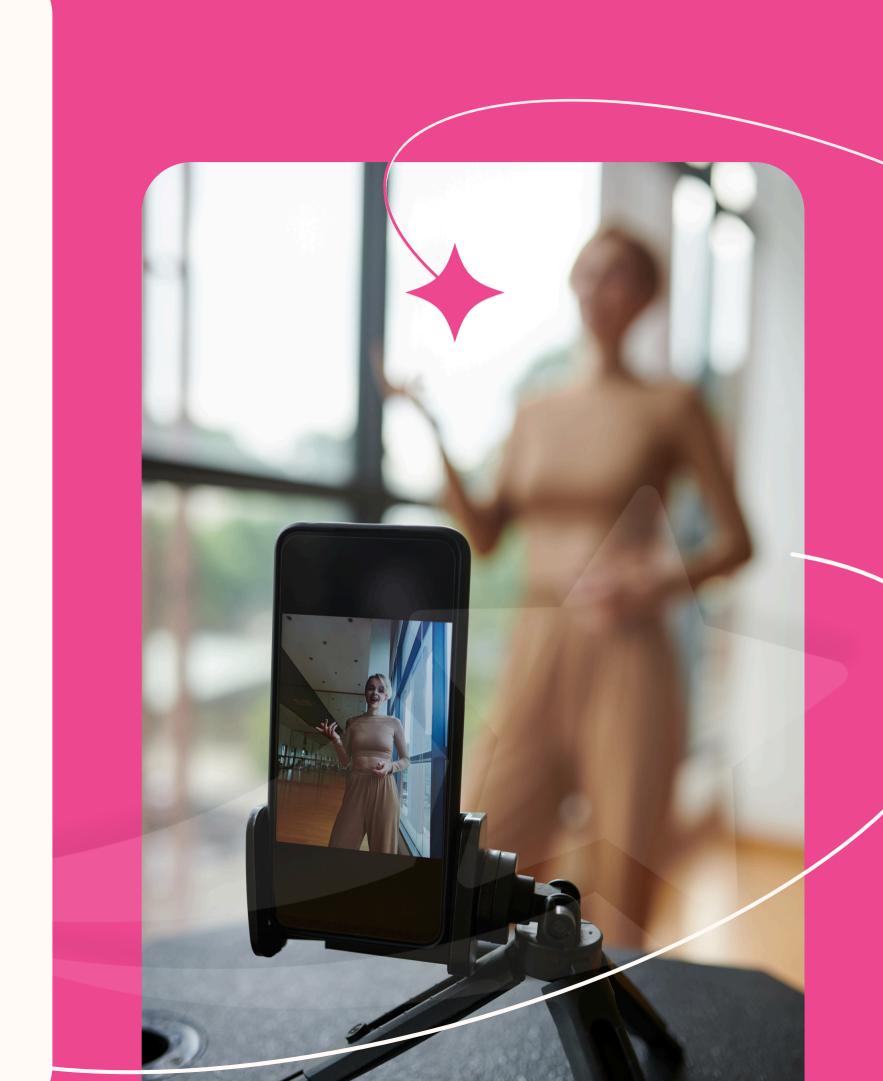


The Dream

We slept on it and came up with some ideas. Let's make an email campaign so good with offers so irresistible that customers will be running back for more.

Let's connect with influencers to create content that's just PG-13 enough to stay on social media. Oh, and a complete rehaul of the product copy to make sure that those impressions turn into conversions.





The Reality ***



+ 56%

Email CTR

+160.32%

Email Sign Ups



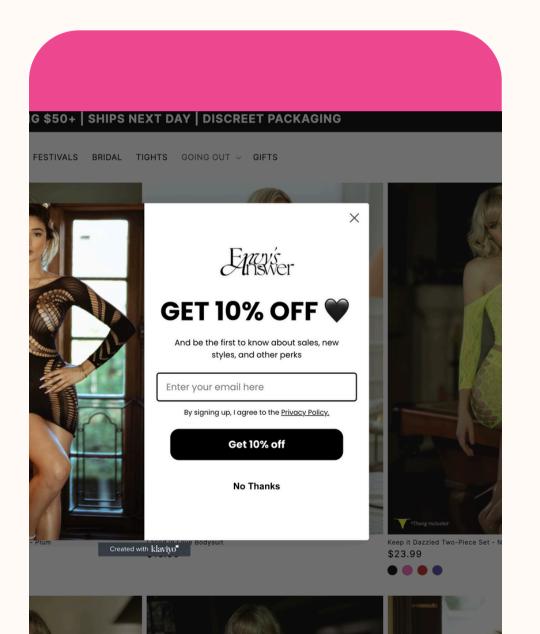






The Reality ***

More email examples <u>here</u>.



Let's Add It To Your Collection

Hey NAME/there,

It seems this one caught your eye for a reason.

It's sleek, hot, and sure to make your

next special night unforgettable.

Why not take another peek and see what possibilities await?

Take Another Look

With Anticipation,

The Envy's Answer Team 💗

Hey [Name],

To make it even easier to expand your steamy collection, we're offering you 20% off your next purchase •

We wanted to give you the opportunity to try some other products as well, because we know once you do you'll love them.

Whether you're looking for something bold and daring or soft and romantic, now is the perfect time to explore.

Use your exclusive code____ at checkout to enjoy 15% off.

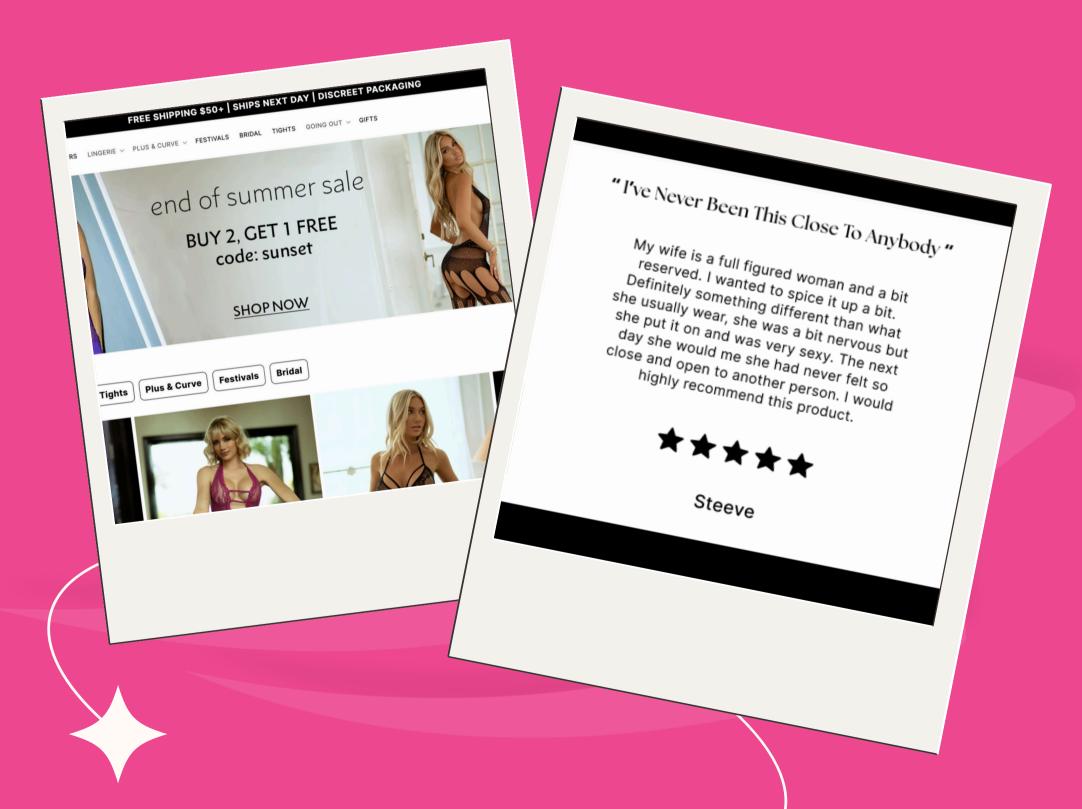
Shop And Save Now

Talk soon,

The Envy's Answer Team 🌷



Some restless nights and a lot of hard work turned into some amazing results straight out of our dreams.

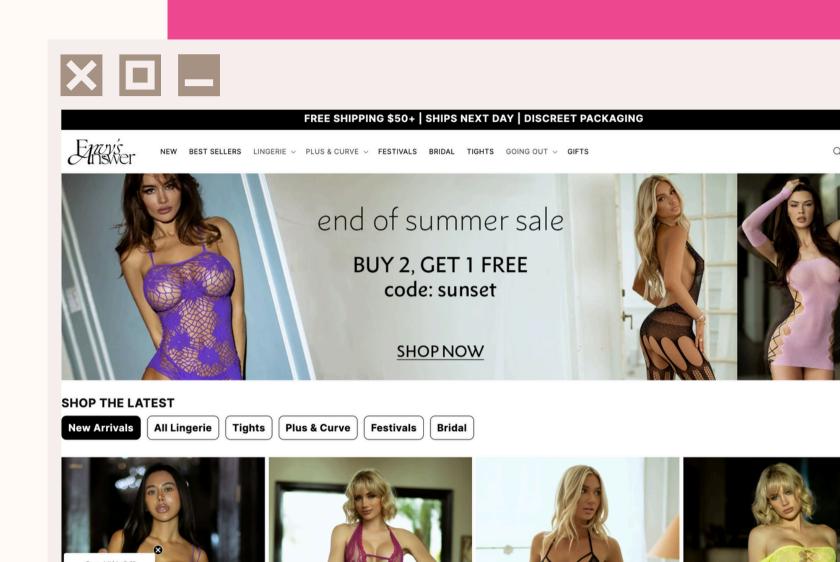


Recap



By focusing on nurturing the relationships we have with customers, we were able to increase sales by 48%. We created an amazing email sequence, wrote up some great product copy, and got more email sign-ups.

Increasing sales has never looked so sexy.



Email Sign Ups

+ 160.32% + 56%

Email
Sign Ups

CTR