



CASE STUDY

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

+ 56% email CTR
+ 160.32% email signups

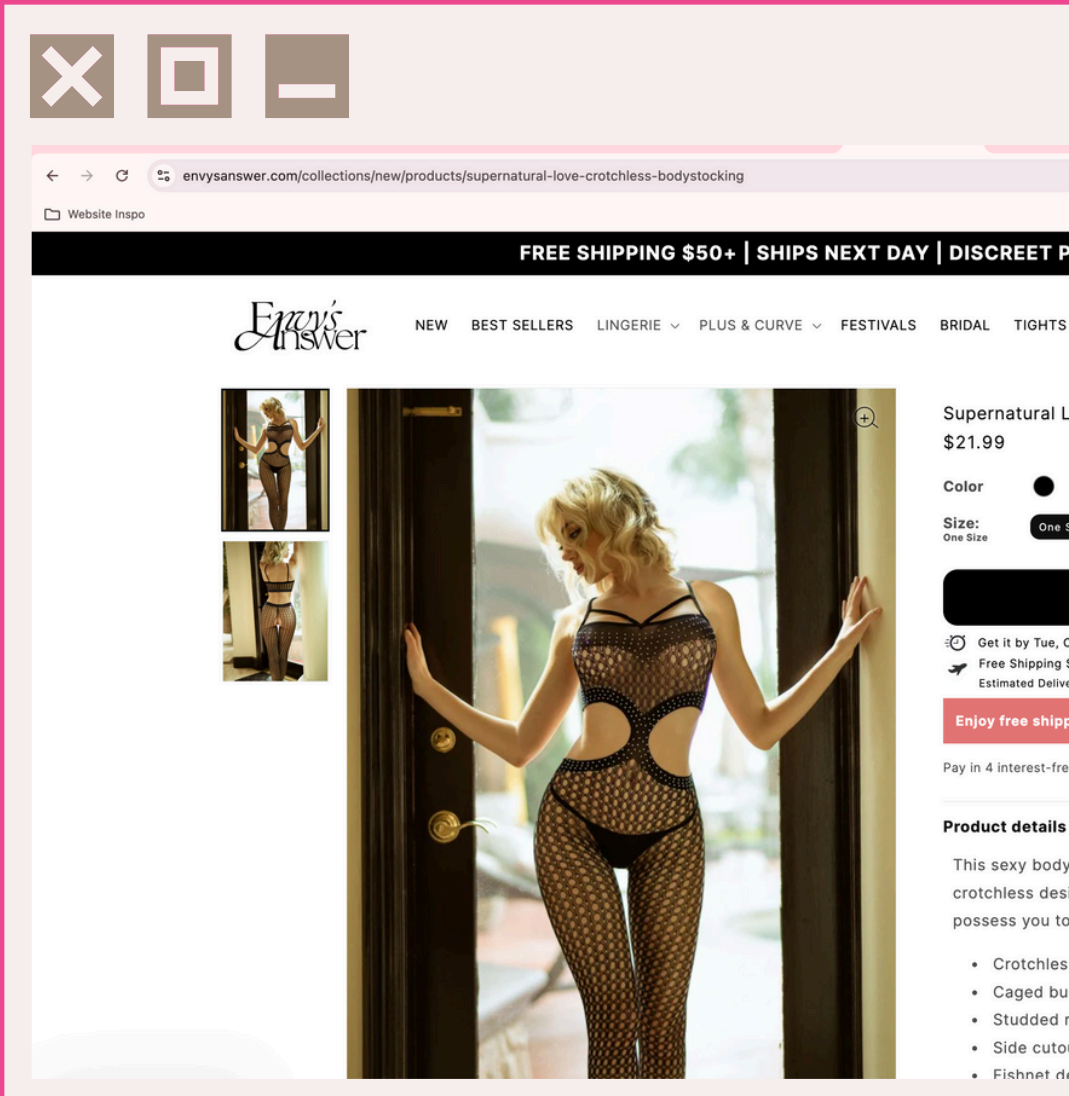


The Nightmare

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

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.



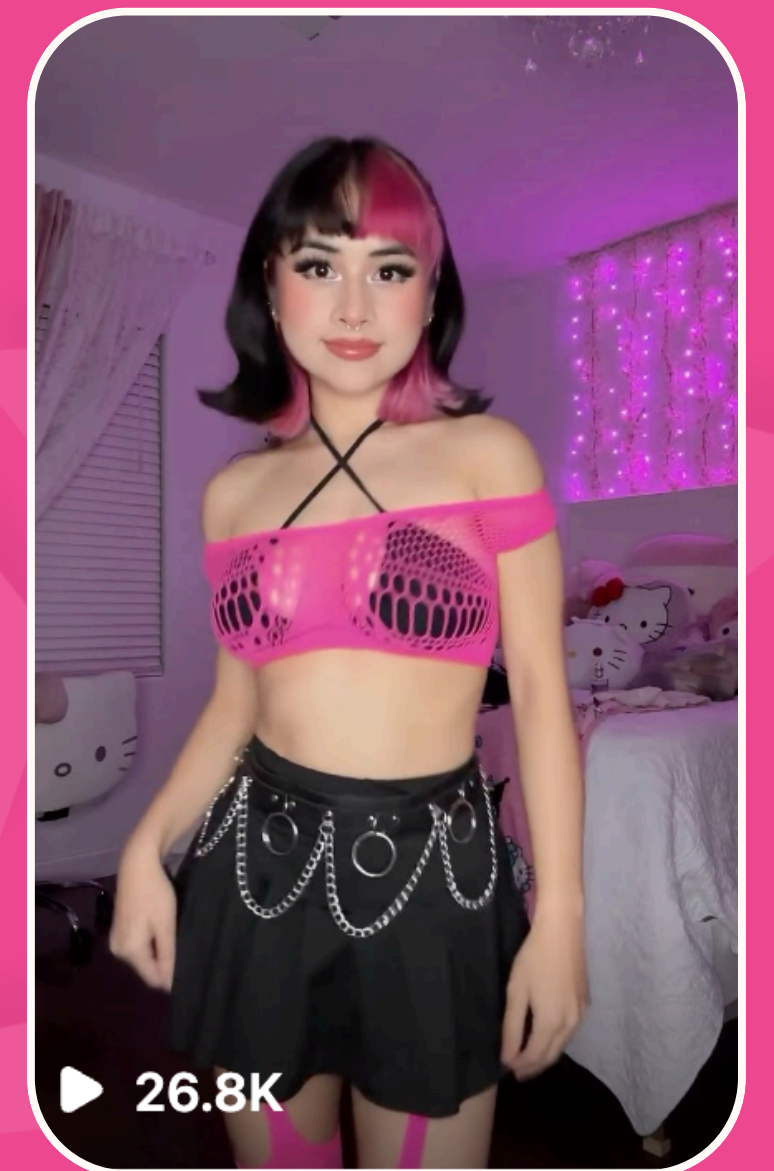
The Reality

+ 56%

Email CTR

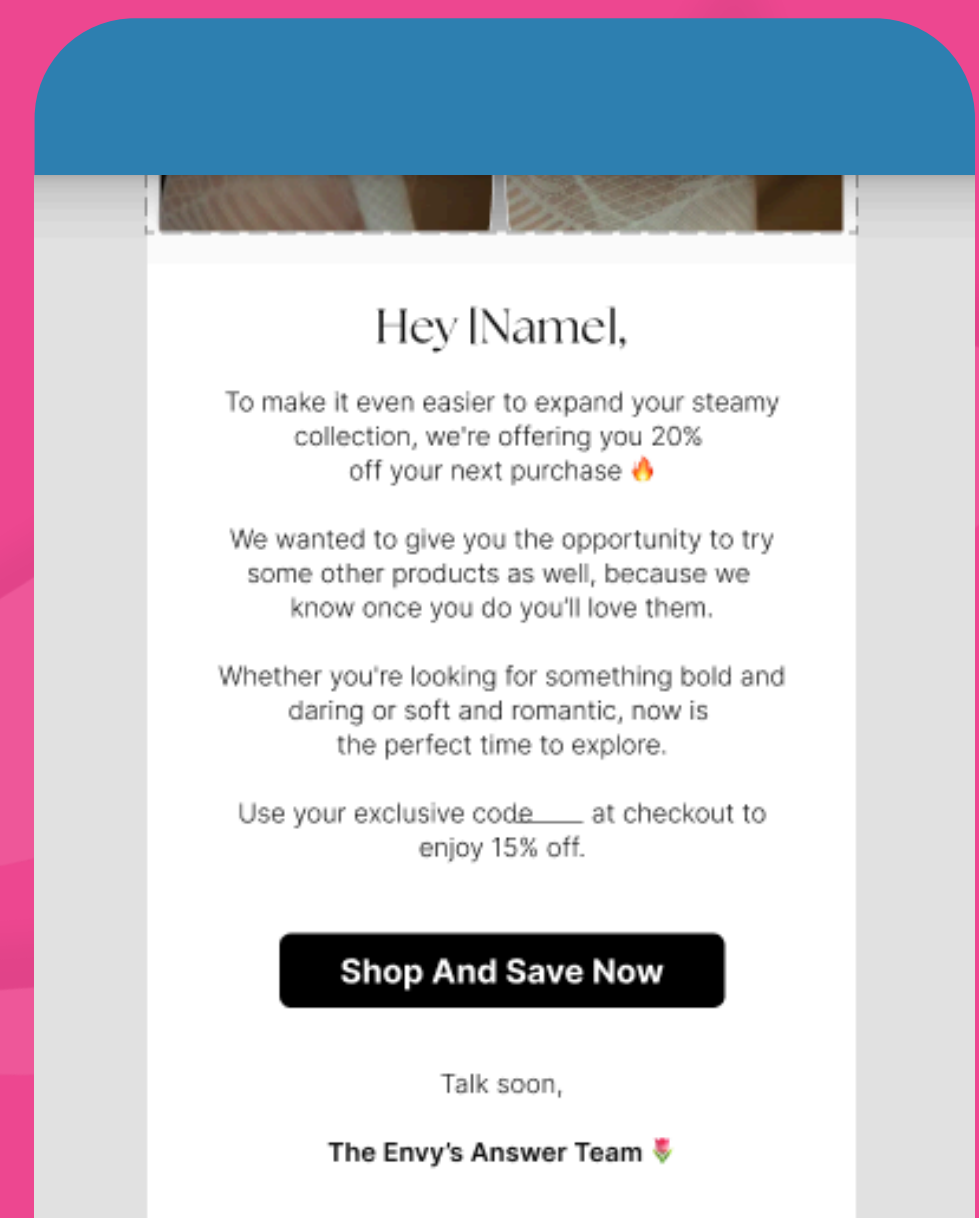
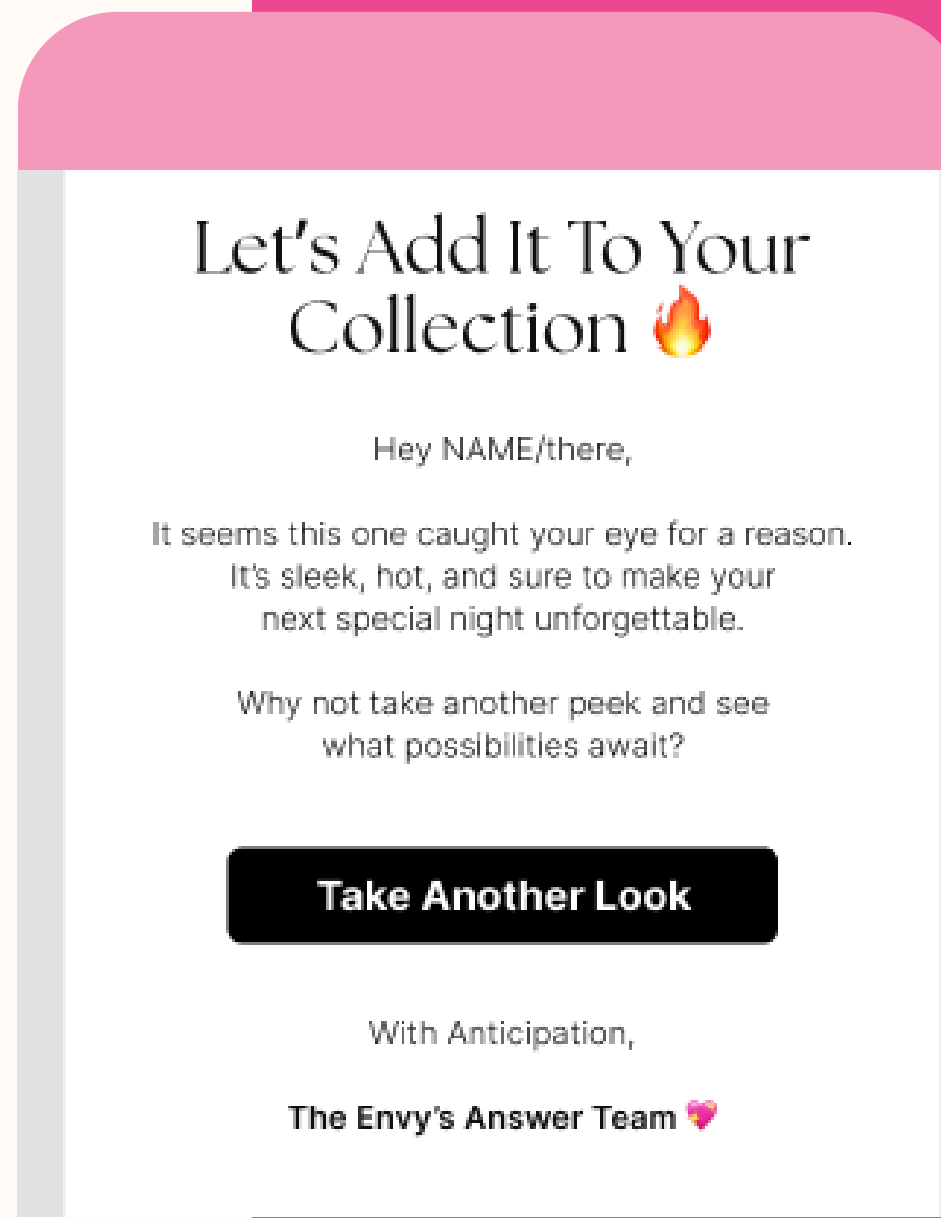
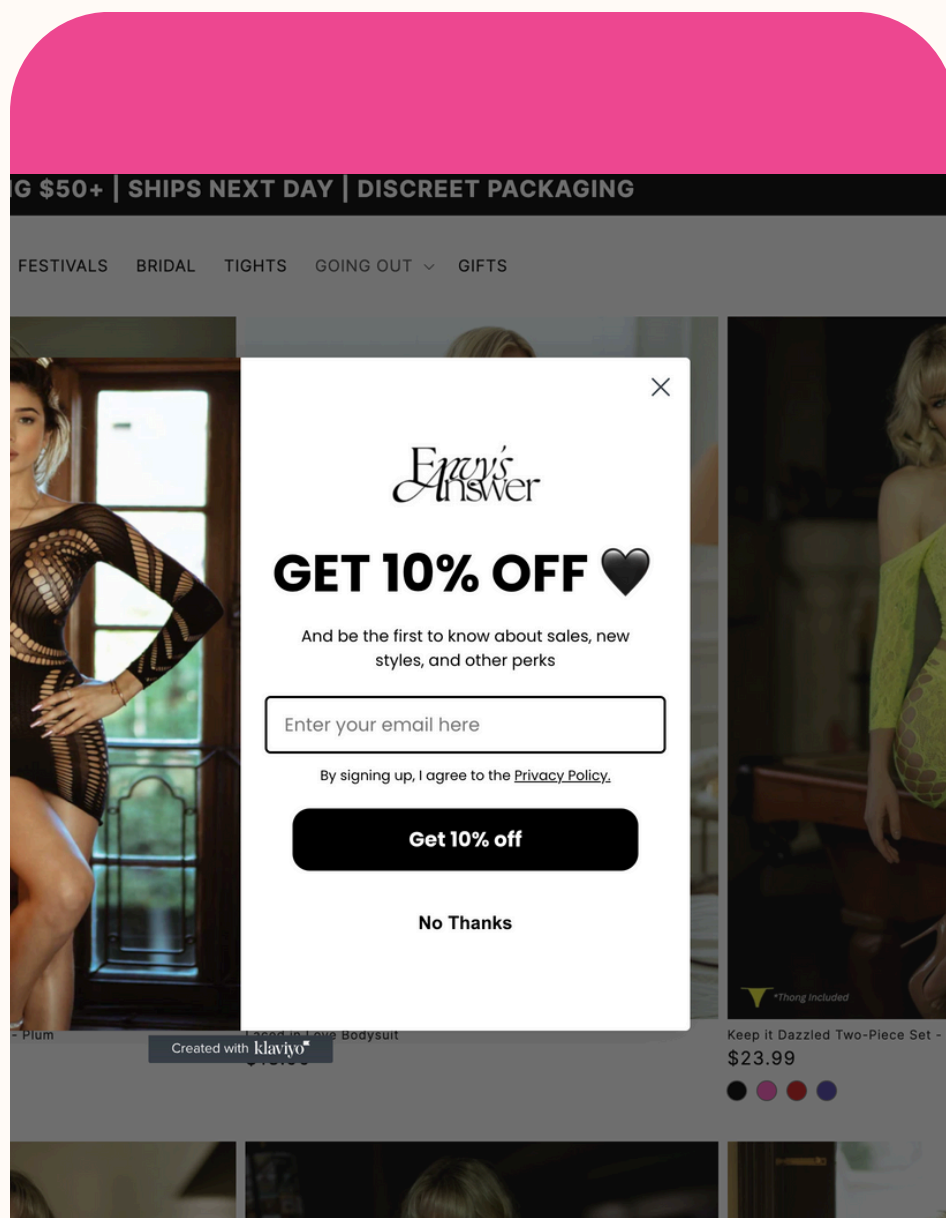
+ 160.32%

*Email
Sign Ups*



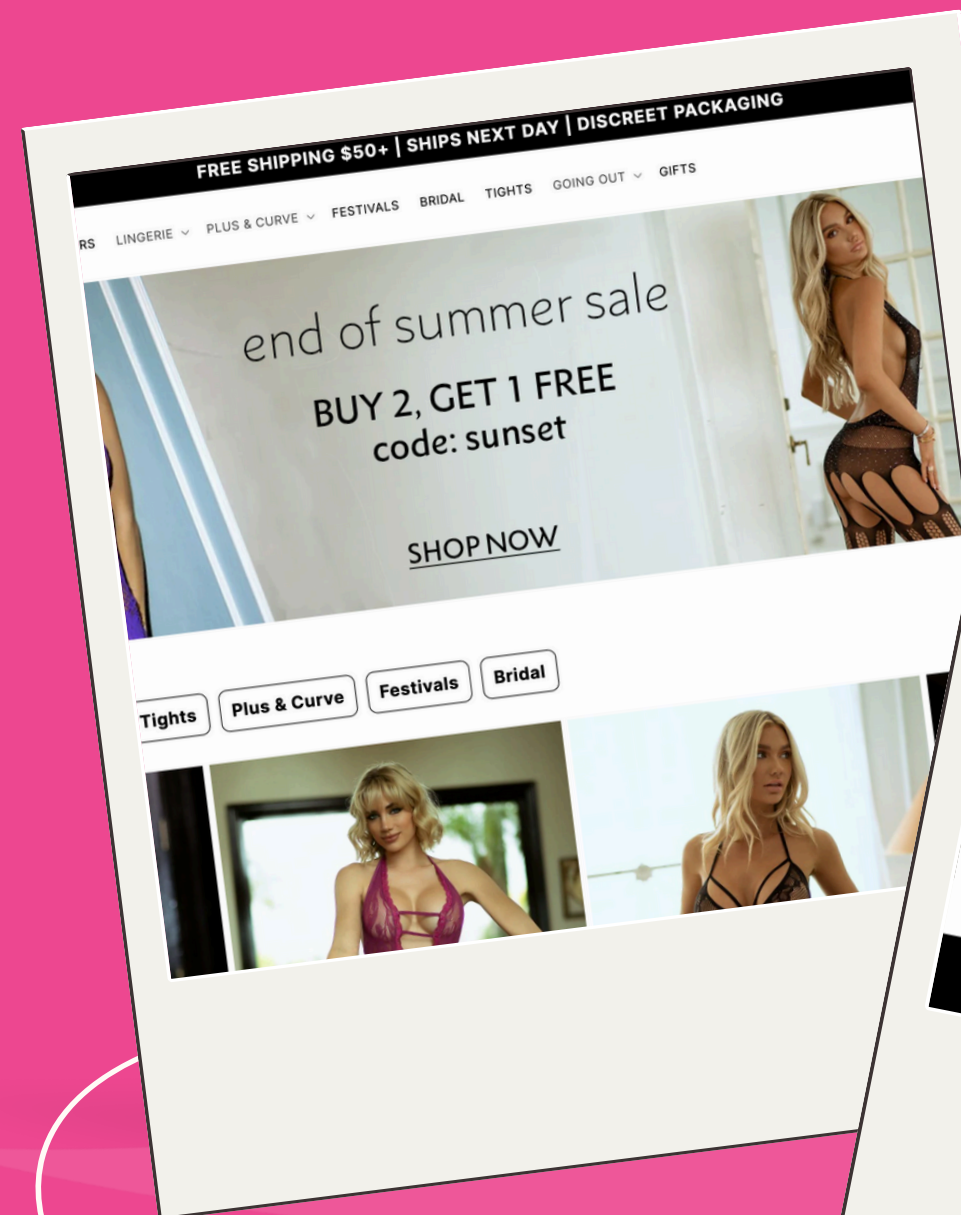
The Reality

More email examples [here](#).



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

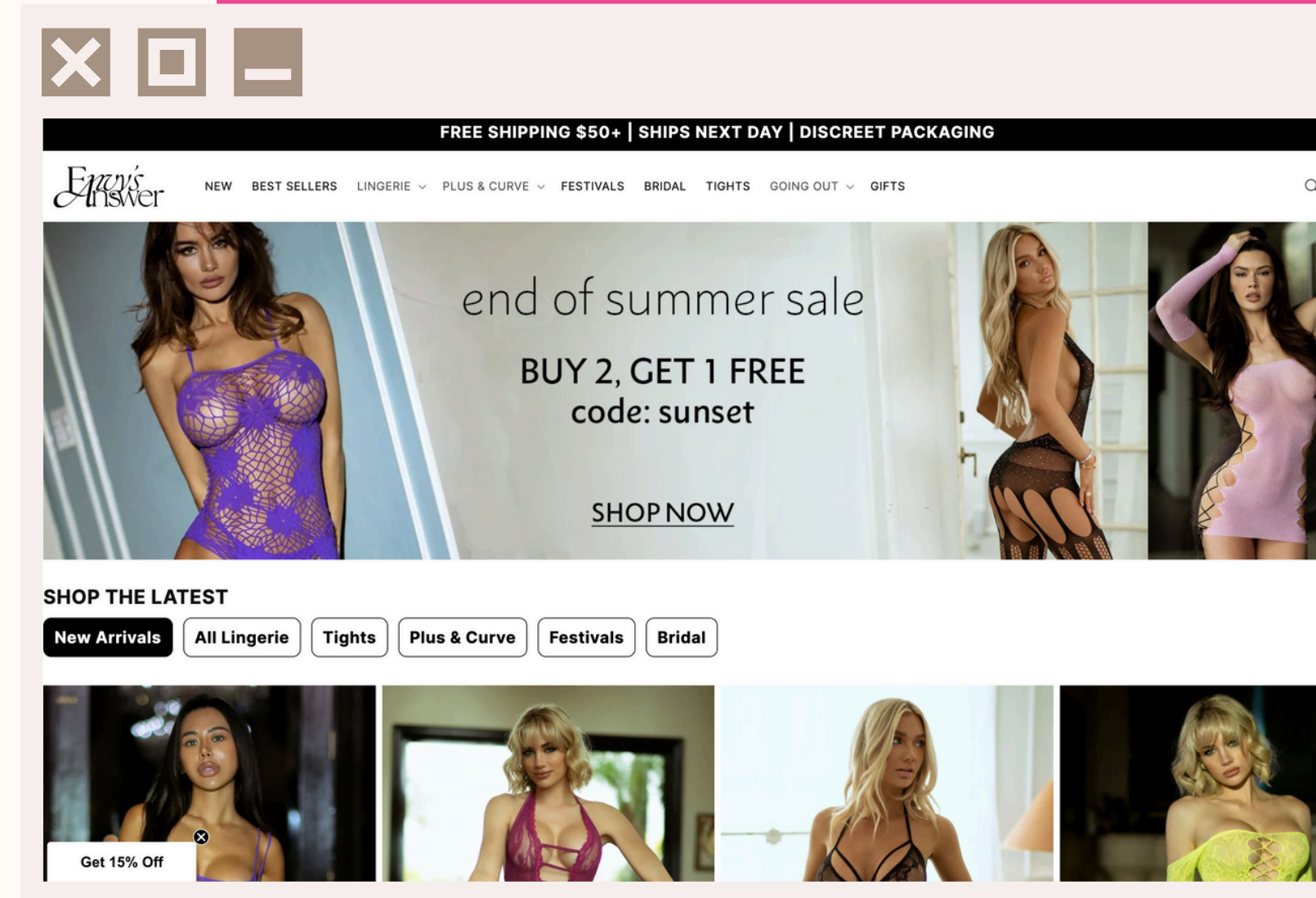
The Reality



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.



+ 160.32%
*Email
Sign Ups*

+ 56%
*Email
CTR*