



TIMEPIECES
UNLIMITED

Timepieces Unlimited

The Challenge

Timepieces Unlimited, an ecom business in the watch industry, approached us with the goal of improving their low conversion rates and high churn among their customer base. They were looking for a comprehensive revamp of their email marketing strategy. Their objective was to boost conversion rates and customer retention through targeted and effective email campaigns.

The Solution

-Conducted a thorough analysis of past email campaigns to identify opportunities for improvement. -Implemented segmentation of email lists to send targeted and personalized messages to different customer groups, performing A/B tests. -Developed a content calendar and messaging plan to ensure a consistent and cohesive message across all emails. -Wrote engaging subject lines and email copy that focused on the benefits and value for the customer, including the use of testimonials and social proof.

The Result

Overall, our email marketing strategy for Timepieces Unlimited resulted in significant improvements in conversion and retention rates. By segmenting their email lists and sending targeted and personalized messages, we were able to create more relevant and compelling emails that resonated with their customers. Additionally, our focus on the benefits and value for the customer, as well as our use of social proof and customer testimonials, helped to increase customer trust and loyalty.

“Copycraft's email marketing strategies doubled our conversion rates & cut churn by over 50%. Their team was a game-changer for our business.”

Hannah Cantrell, Owner of Timepieces Unlimited

About Timepieces Unlimited

Location

Retail

Number of Employees

1 - 10 employees

Location

USA - Pennsylvania

Measurable Impacts

- ✓ Conversion rate increased by 26.4%
- ✓ Client retention improved significantly, with churn decreasing by 51.9%
- ✓ Overall customer engagement with the emails increased



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