

Blue Wheel 

**A LUXURY
HAIRCARE
BRAND
CASE STUDY**

*Building a High-
Performance
Lifecycle Program*





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The Luxury Haircare Brand Case Study has five sections, showcasing different aspects of our strategic [Email Marketing](#) efforts and accomplishments.

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The Challenges & Opportunities

The Challenges & Opportunities

Our client is a globally recognized [luxury haircare brand](#), known for its premium products and glamorous packaging. As the brand continued to grow its direct-to-consumer business, email marketing was a powerful opportunity to strengthen customer relationships, reinforce brand positioning, and drive incremental revenue across the customer lifecycle.

To support this growth, the brand reached out to us to evolve its email marketing strategy into a more personalized, cohesive, and performance-driven program that reflects its luxury standards. This engagement focused on building a scalable lifecycle foundation designed to deliver long-term impact beyond initial implementation.

[We identified opportunities to further elevate our client's email program by:](#)

- Creating more cohesive and intentional customer journeys across key lifecycle moments
- Expanding beyond foundational flows to better support retention and repeat purchases
- Leveraging segmentation and personalization to engage high-value audiences more effectively
- Ensuring every email interaction reflected a luxury haircare brand's premium brand experience



The Goals

The brand's goals for the engagement were clear and measurable:

- Increase email-driven revenue by enhancing flows and creating new ones
- Strengthen customer retention and repeat purchase behavior
- Align email content and cadence with its luxury brand positioning
- Improve key engagement metrics, including open rates, click-through rates, and conversion rates
- Strengthen emotional connections by delivering content that feels exclusive and premium

Strategy Overview

The luxury haircare brand partnered with Blue Wheel for a comprehensive email marketing service package. The focus was on aligning luxury branding with data-driven lifecycle marketing.

We combined audit and analysis, content strategy, customer journey mapping, and technical execution, powered by our SAP Emarsys expertise. SAP Emarsys offers native marketing analytics to precisely measure marketing and commercial results, drive data-driven decisions, and predict campaign success.

The scope included strategy, segmentation, timing, high-level content planning, creative guidance, and full workflow setup for **26 lifecycle emails**.



The Goals & Strategy



Key Actions Taken

Audit & Strategic Foundation

- Conducted a full audit of existing email flows and lifecycle performance
- Identified opportunities to enhance engagement, personalization, and consistency across touchpoints
- Developed a strategic roadmap aligned with the luxury haircare brand's customer journey and brand values

Customer Journey Mapping

- Designed lifecycle touchpoints aligned with key customer moments, from first subscription through repeat purchase and re-engagement
- Ensured each flow had a clear purpose, audience, and role within the broader ecosystem
- Gave special attention to high-value audiences, including VIP repeat customers and replenishment-ready buyers, to ensure messaging reflected their purchasing behavior and lifetime value

Flow Revamp & Expansion

Blue Wheel enhanced and implemented the following workflows:

- Welcome: New Email Subscriber
- Abandoned Cart
- Abandoned Cart: Past Purchaser
- Browse Abandonment
- Customer Winback
- First Purchase Thank You
- Second Purchase Thank You
- Replenishment Standard
- Sunset Unengaged Subscribers

Flow Enhancements

Welcome Series

The original welcome experience was expanded into a multi-email series designed to:

- Introduce the brand story and luxury ethos
- Showcase best-selling products aligned with customer interests
- Encourage first purchase and VIP engagement

Abandoned Cart & Browse Recovery

- Resolved critical rendering issues that previously limited cart recovery performance, ensuring consistent display and usability across devices, and improving conversion potential
- Introduced behavioral segmentation to tailor messaging for different customer types
- Incorporated personalized product imagery and urgency-driven messaging

Post-Purchase & Retention Flows

- Delivered value-added content such as care instructions and product education
- Introduced cross-sell opportunities for complementary products
- Integrated testimonials to reinforce trust and social proof

Creative & Brand Guidance

- Consulted on copy, visual direction, and pacing to reflect the brand's luxury positioning
- Provided creative examples and two rounds of design consultation to ensure alignment



The Results

We transformed our client's email program into a high-performing lifecycle engine that delivered measurable revenue growth, stronger engagement, and a premium customer experience aligned with the brand's luxury positioning.

- Email became a scalable revenue channel, not just a retention tool
- Improved customer retention through replenishment, post-purchase, and journey-based flows
- Stronger brand alignment, delivering a luxury experience across every lifecycle touchpoint
- More effective personalization powered by segmentation and behavior-driven messaging

Revenue Growth

- +37% YoY increase in email-attributed revenue
- +47% YoY email revenue growth

Engagement

- 42.7% overall open rate, always above the industry benchmark (~39%)
- +3.7% YoY lift in open rates
- 45.6% open rate for the revamped Welcome Series

Conversion Impact

- 3.64% abandoned cart conversion rate

+37%

YoY increase in email-attributed revenue

+47%

YoY email revenue growth

42.7%

Overall open rate

45.6%

Open rate for the Welcome Series

+3.7%

YoY lift in open rates

3.64%

Abandoned cart conversion rate





The Conclusion

The Conclusion

We reimagined the email program for the luxury haircare brand by focusing on both brand identity and performance, transforming email into a scalable lifecycle channel that drives revenue.

By combining strategic workflow design, tailored customer journeys, and high-quality content, we boosted engagement while fostering significant revenue growth.

Equally important, the groundwork established through this engagement allows the luxury haircare brand to continually refine its lifecycle strategy, enhance customer loyalty, and uphold a consistently premium experience at every email touchpoint.

Through effective collaboration and extensive expertise in SAP Emarsys, Blue Wheel created a framework that balances luxury storytelling with measurable business results.





About Us

Blue Wheel

We're a new breed of eCommerce agency, supporting brands through marketplace management and performance advertising. With over \$2B in revenue managed for our clients, we'll help your brand from click to ship, scaling your brand's sales across DTC, Amazon, Walmart, eBay, and retail.

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