

Blue Wheel 

# SERIOUS STEEL FITNESS

## CASE STUDY

EMAIL  
MARKETING



BLUE WHEEL CASE STUDY

# *Serious Steel Fitness*

## *Premium Resistance Bands & Fitness Equipment*

Serious Steel Fitness (SSF) from Roanoke, Virginia, began Serious Steel in 2009 to provide high-quality exercise and fitness equipment at a great price. Before this, they had spent decades in the residential and commercial specialty fitness industry.





# Contents

The Serious Steel Fitness case study has four sections, showcasing different aspects of our strategic [Email Marketing](#) efforts and accomplishments.

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## [The Challenges and Goals](#)

The challenges we encountered and our client's goals

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## [The Actions and Creative](#)

The strategic steps we took and the creative we used

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## [The Results](#)

The results we achieved for our client

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## [The Conclusion and Client Testimonial](#)

Our final thoughts and client testimonial





# *The Challenges & Goals*

Serious Steel Fitness partnered with Blue Wheel to invigorate its Email Lifecycle Marketing strategy. This collaboration focused on enhancing campaigns' design, execution, and optimization, including automated flows in Klaviyo.

Our key focus was developing refined flows such as Welcome, Cart, Browse, and Post-Purchase sequences, alongside strategic campaign deployments for flash sales and educational content. Efforts also included optimizing list segmentation, proactively monitoring deliverability, and implementing continuous testing and performance analysis.

This proactive approach aimed to elevate Serious Steel Fitness's Lifecycle program with stronger flows, a higher-quality subscriber base, and improved email performance. The brand looked to enhance customer engagement and drive consistent revenue generation through Lifecycle marketing efforts.

## THE MAIN GOALS WERE TO:

- Increase Lifecycle-attributed revenue through optimized flows
- Improve engagement and conversions
- Identify additional high-performing content
- Strengthen deliverability and grow engaged segments
- Implement ongoing testing to drive conversion rate improvements



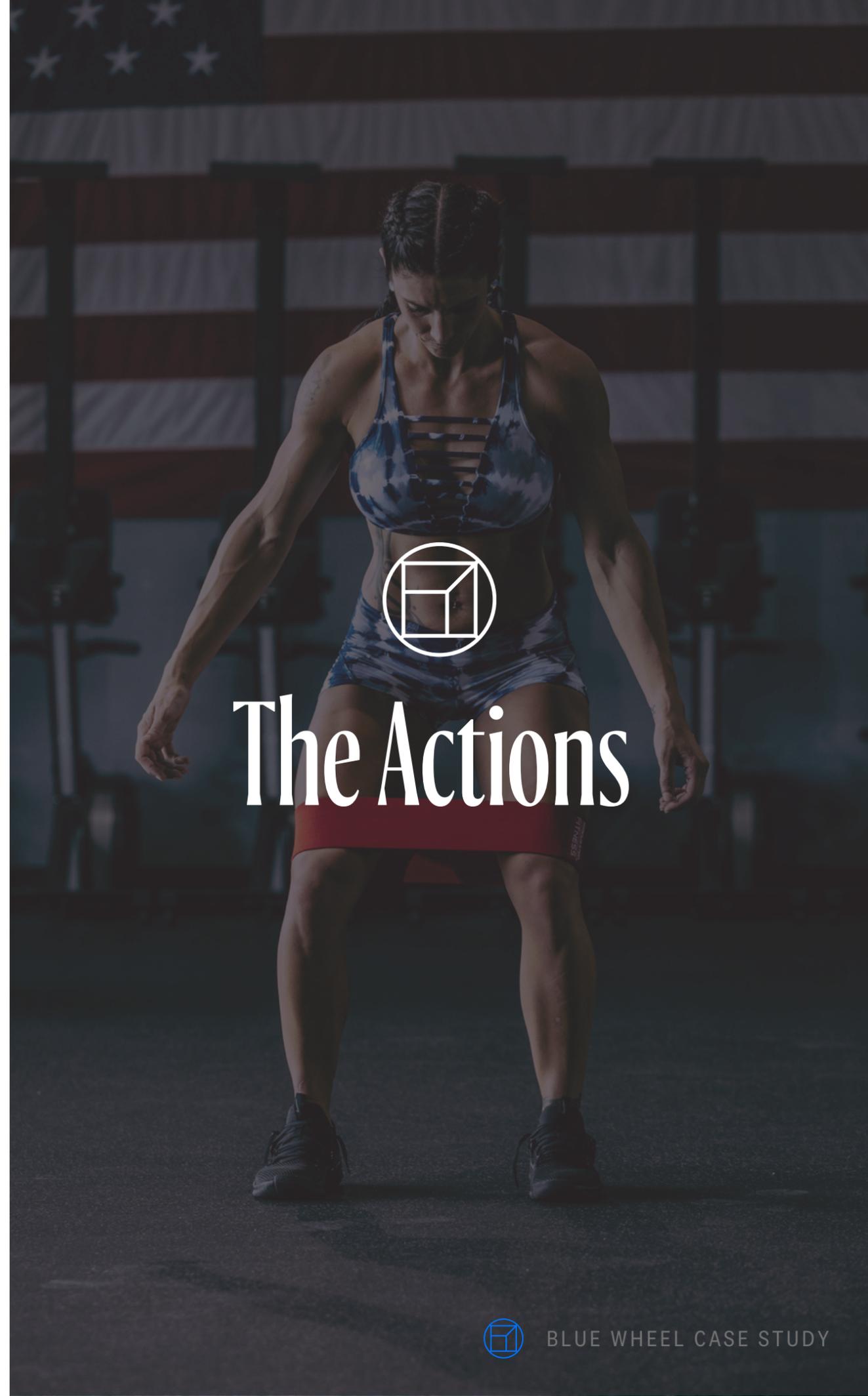
# The Actions

Blue Wheel focused on flow-led revenue generation and strategic campaign targeting for Serious Steel Fitness. We optimized key flows, including Welcome, Abandoned Cart, and Browse Abandonment, and ran conversion-focused campaigns with educational and promotional themes.

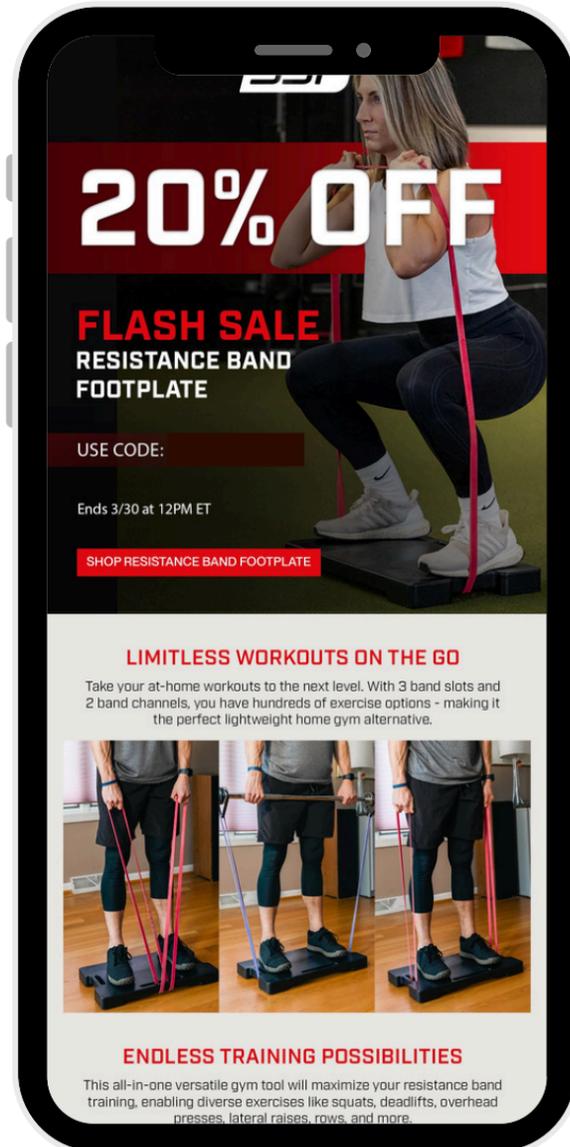
Our team analyzed performance monthly, ran A/B tests on pop-ups, and shifted campaign targeting to 30-day or 60-day engaged segments to preserve inbox placement and reduce list fatigue.

## KEY ACTION STEPS:

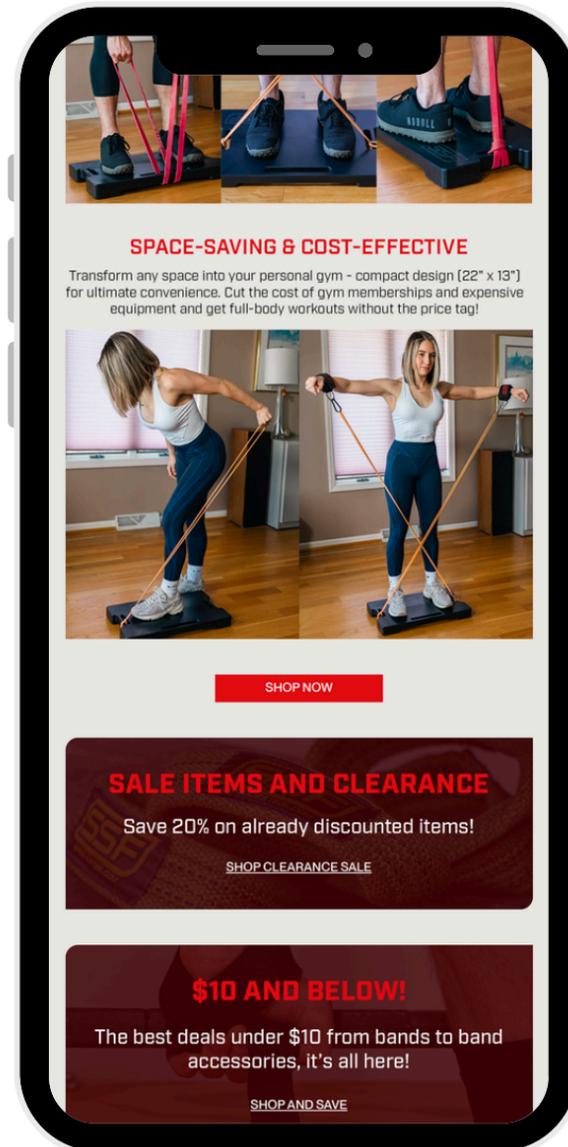
- Audited existing flows and campaigns for performance gaps
- Optimized Welcome, Cart, and Browse Abandonment flows
- Shifted campaigns to high-engagement segments to support deliverability
- Ran A/B testing on pop-ups and planned future testing strategy
- Addressed list health with growth tactics, including exit-intent pop-ups and subscriber-focused segmentation for campaigns



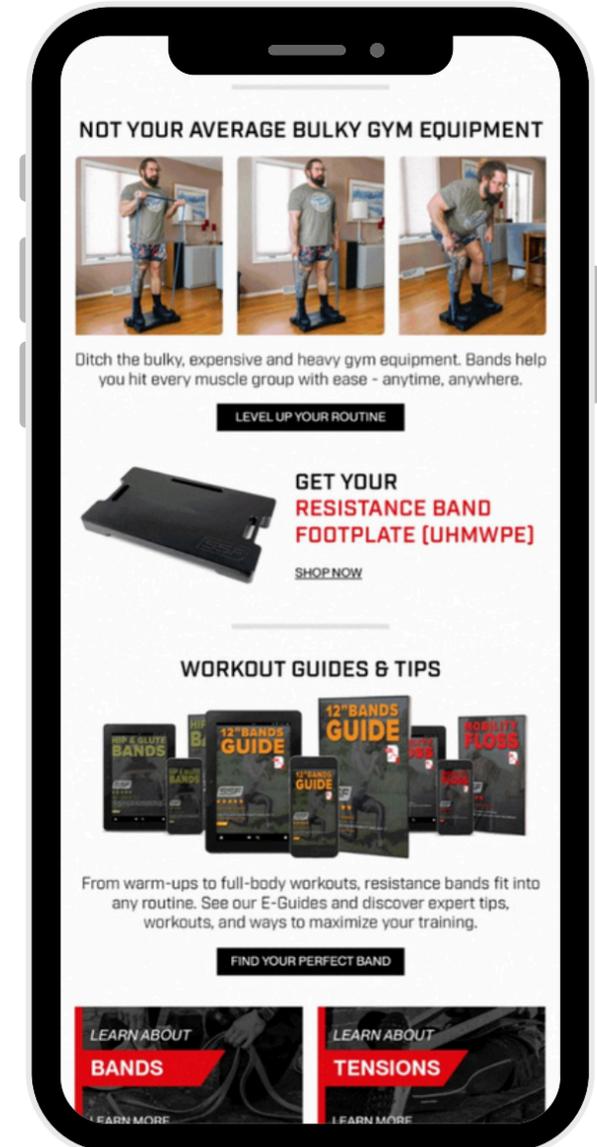
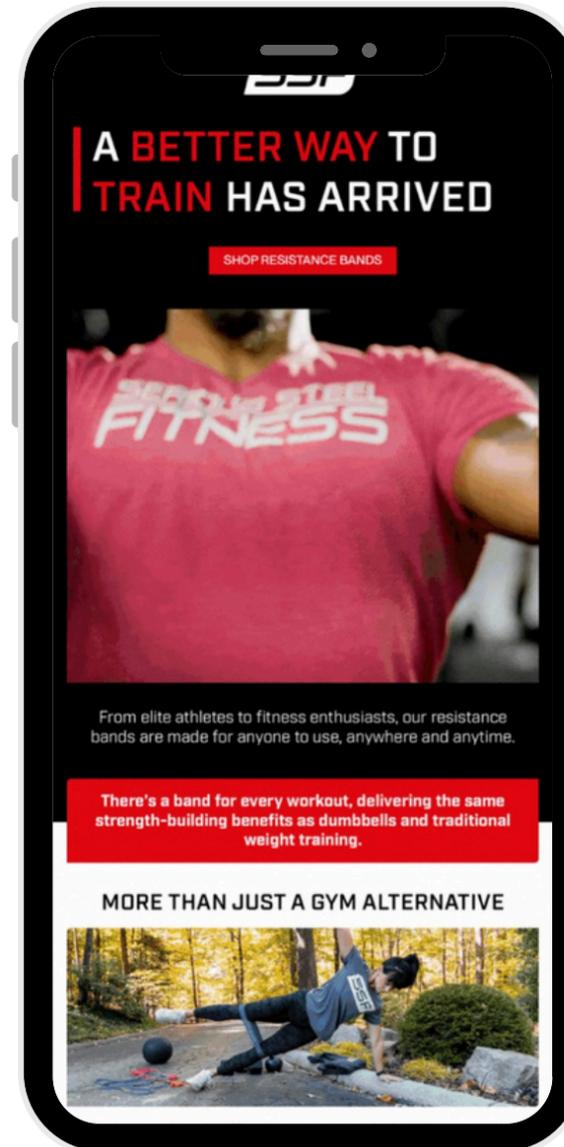
# The Email Design Creative



“Flash Sale Resend” for the top-performing promo-focused email campaign



“Resistance Bands Educational” for the top-performing non-promo email campaign



# The Results

Blue Wheel's email marketing strategy for Serious Steel Fitness resulted in flows now generating the majority of Lifecycle revenue, with metrics for open, click, and placed order rates showing improvement.

Campaign strategy has shifted to more effective educational content, segmentation has improved deliverability, and email performance metrics are trending upward. The list health has stabilized with a focused email sending to 30-day and 60-day engaged users.

Our new Lifecycle system increased attributed email revenue by 146% YoY and achieved a 332% improvement from flows alone, over 9 months. We helped the client overcome stagnant flow performance and poor segmentation, re-establishing email as a primary conversion channel.

**April Lifecycle Revenue:** 33% of total site revenue

**Flow Revenue (April):** 78% of email revenue

**YoY Increase in Campaign Open Rates:** 77.57%

**Unsubscribe Rate:** Reduced by 20% MoM

**Flow Open Rate:** 51.6% (+7%)

**Flow Click Rate:** 4.15% (+2%)

**Deliverability Score:** Good

**Flash Sale Resend:** \$0.33/revenue per recipient; typical is \$0.01-\$0.03

**+332.2%**

9-Month Revenue Increase  
from Flows

**+146.3%**

Total Attributed Revenue  
YoY Growth

**+77.6%**

Increase in Open Rate  
YoY from Campaigns

**+41.3%**

Subscriber Growth





# The Conclusion

## *The Conclusion*

Blue Wheel was selected for its expertise in Email Marketing, technical flow rebuild capability, and proven track record in email optimization. Serious Steel Fitness valued our data-backed approach and strategic insights around segmentation and conversion.

The Welcome Series and Abandoned Cart flow outperformed our client's expectations in combined revenue, with exceptionally high order rates. Revenue per recipient in the Welcome Series exceeded \$6.25 in one version, well above benchmarks.

Educational emails outperformed promotional emails; April's top campaign was a non-promotional education piece focused on tension. Flow performance continues to improve, consistently exceeding campaigns' performance and generating 78% of Lifecycle revenue.

Pop-up testing is being planned, and additional flow updates are scheduled. Educational content is a strong driver of engagement and may guide future campaign themes.



# Client Testimonial

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“ The Blue Wheel Media team did a great job realigning our Lifecycle strategy. We came from a checklist-driven approach—things got done, but it didn't have a long-term vision. Blue Wheel helped bring structure, thoughtfulness, and refinement, which laid a strong foundation we are able to build on. ”

Justin Cheatham, President at Serious Steel Fitness

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# Client Testimonial





# About Us

## Blue Wheel

We're a new breed of eCommerce agency, supporting brands through marketplace management and performance advertising. With over \$1B 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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