

Blue Wheel 

# NEW-TO-MARKET HAIRCARE BRAND CASE STUDY

EMAIL  
MARKETING





# ***BREAKING INTO HAIRCARE***

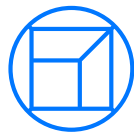
*"Email marketing builds lasting loyalty."*

Launching a new haircare brand is a bold venture, but it's fraught with challenges. The beauty industry is saturated, with established giants dominating shelf space and consumer trust. New brands face steep barriers—high R&D costs, supply chain complexities, and the need to cut through digital noise to reach discerning customers. Building brand loyalty from scratch demands strategic precision.

Email marketing is a game-changer at launch, offering a cost-effective, direct line to your audience. It allows personalized storytelling, fosters trust through tailored offers, and drives conversions with measurable ROI. Email builds lasting connections, ensuring your brand stands out in crowded inboxes and converts curious prospects into loyal customers.







# Contents

This new-to-market haircare brand's case study has four sections, showcasing different aspects of our [Email Marketing](#) strategic efforts and accomplishments.

01



02



03



04

## The Challenges and Goals

The challenges we encountered and our client's goals.

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## The Actions

The strategic steps we took to achieve success.

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## The Results

The results we accomplished for our client.

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## The Conclusion

Our final thoughts.



A close-up photograph of a hand holding a strand of long, wavy, light brown hair. A glass dropper with a yellow liquid is positioned near the hair. The background is dark and out of focus.

# The Challenges & Goals



## *The Challenges & Goals*

This new-to-market haircare brand partnered with Blue Wheel to develop an Email Marketing strategy from the ground up, including copywriting, design, execution, campaign optimization, and automated flows in Klaviyo.

As a newly launched brand, the client had great potential to develop its email subscriber base through targeted acquisition strategies and compelling content.

The focus was on personalized campaigns and segmentation, as there was a strong opportunity to deepen customer engagement and drive higher revenue over time.

Continuous optimization helped to build lasting relationships with new and existing customers.

Our strategy directly addressed the client's core challenges: launching without an established brand presence, building customer relationships, and optimizing for engagement and revenue.





# The Actions

Blue Wheel implemented high-performing flows, Welcome, Cart Abandonment, and Browse Abandonment, to drive revenue and engage the audience by encouraging email subscriptions and guiding them through their haircare journey.

Next, we introduced more personalized workflows such as Cross-Sell and Replenishment flows based on purchase history. We established a Quiz Follow-Up to provide custom product recommendations and a Post-Purchase series to nurture and sustain customer relationships.

## KEY ACTION STEPS:

- **Developed flows from scratch:** Crafted the initial flows, including Welcome, Cart Abandonment, and Browse Abandonment emails, proven to be core performers in email strategy
- **Collaborated closely on communication style:** Guided the brand through email content choices, including consumer expectations, tone of voice, and industry best practices
- **Introduced A/B testing:** Recommended and implemented A/B testing for Cart Abandonment emails, comparing softer, nurturing tones against more urgent, action-driven messaging

# The Actions





# The Results

Blue Wheel developed a full-funnel email strategy and executed high-performing flows tailored to customer behavior. This method helped our client drive 143.6% more conversions quarter-over-quarter and grow its subscriber base by over 60%.

Personalization through segmentation and targeted automations enabled the brand to identify new content opportunities. The program maintained strong engagement while minimizing unsubscribes and spam complaints.

We've increased the Open Rate for the Browse Abandonment flow by 81% in the first four months. Flows generate the majority of Lifecycle revenue (78%).

**Placed Order Rate:** 22.1% QoQ increase via flows

**Click Rate:** Peaked in Q1 at 7.1%, nearly 80% higher than in late Q4

**Subscriber Growth:** 60.6% higher in Q1 compared to Q4

**Klaviyo-Attributed Conversions:** 143.6% increase in Q1 compared to Q4

**Purchase Conversions:** 175% increase from flows in 5 months

**Revenue per Recipient:** 95.7% QoQ increase in revenue per recipient via flows

**+175%**

Purchase Conversions  
Growth

**+143.6%**

QoQ Conversion  
Growth

**+80%**

Peak Click  
Rate Increase

**78%**

Lifecycle Revenue  
from Flows

**+60.6%**

Subscriber  
Growth QoQ

**+22.1%**

Placed Order  
Rate Increase  
from Flows QoQ







# The Conclusion

## *The Conclusion*

Blue Wheel developed a cohesive email strategy from the ground up for this new-to-market haircare brand, setting up and optimizing automated flows in Klaviyo to drive revenue and engagement. We successfully implemented streamlined workflows to improve the returning customer experience and conversion rates.

Despite being a newly launched brand starting from zero, the client saw fast and measurable success from lifecycle flows.

Within four months, the Browse Abandonment flow's open rate increased by over 80%, and Klaviyo-attributed conversions more than doubled.

Flows quickly began driving the majority of Lifecycle revenue (78%). The outstanding early performance validated our strategy and solidified email as a core revenue-driving channel for the newly launched brand.







# 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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