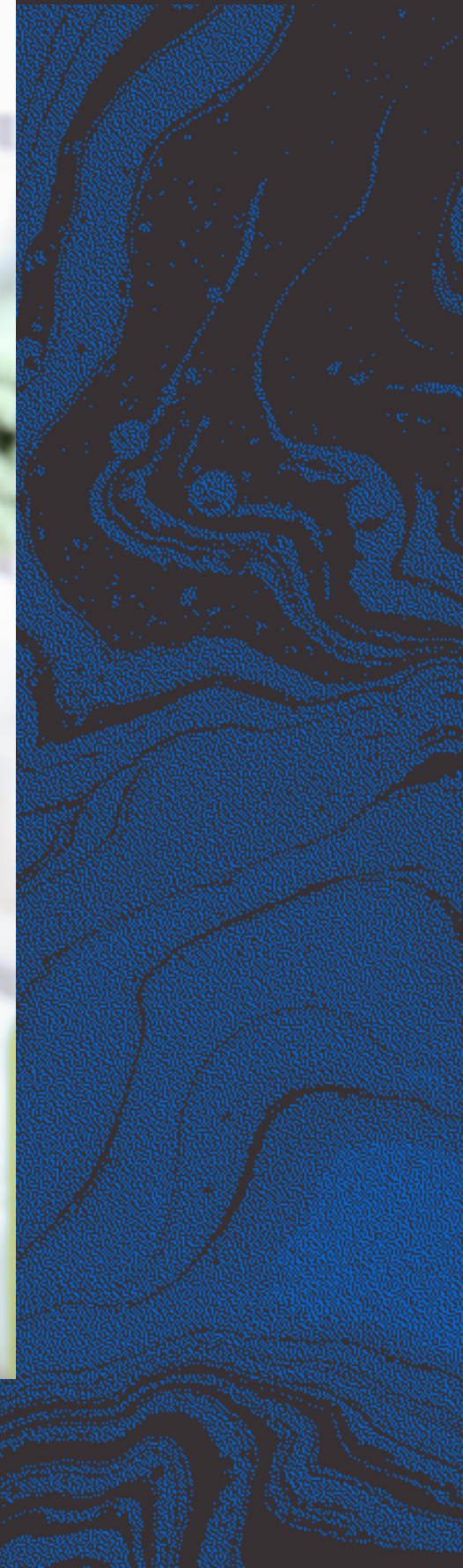


Blue Wheel 

# JACK BLACK CASE STUDY

LIFECYCLE  
STRATEGY



## BLUE WHEEL CASE STUDY

# Jack Black

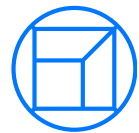
Jack Black is a renowned brand specializing in superior skincare and grooming products for men. It offers advanced skincare products, including shaving creams, moisturizers, cleansers, anti-aging solutions, hair care, and body care items. Jack Black falls under the Edgewell Personal Care brand portfolio, a multinational consumer products company, and our client.

Blue Wheel and Edgewell joined forces a few years ago, and have been collaborating on the client's full brand lineup. Among our successful collaborations, Jack Black stands out as a notable brand.

*Jack Black*<sup>®</sup>  
Authentic and Original

**YOU DESERVE THE BEST.**  
Explore Our Best Sellers!





# Contents

The Jack Black case study is divided into four sections, demonstrating different aspects of our efforts and accomplishments in the lifecycle strategy.

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## [The Challenges and Goals](#)

The challenges we faced and our client's goals.

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## [The Actions and Creative](#)

The strategic steps we took and the creatives we used.

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## [The Results](#)

The results we achieved for our client.

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## [The Conclusion](#)

Our conclusion and client testimonial.





# The Challenges & Goals

## The Challenges

Jack Black had been investing heavily in paid media to increase traffic and were acquiring new customers at an impressive rate, but their lifecycle workflows were lacking the same attention.

Blue Wheel’s mission was to create best-in-class lifecycle triggers by enhancing the customer experience while increasing conversion rate and lifetime value and capitalizing on cross-sell/up-sell opportunities. By using advanced segmentation and robust data profiles from their loyal customer base, we outlined the following opportunities.



NON-PURCHASER  
EMAIL SUBSCRIBERS



GRANULAR  
SEGMENTATION



LACK OF WORKFLOW  
TRIGGERS



BROWSE  
ABANDONMENT



POST PURCHASE  
THANK YOU



2ND TIME PURCHASE  
THANK YOU



REPEAT CUSTOMER  
CART ABANDONMENT



REPEAT CUSTOMER  
BROWSE ABANDONMENT



CUSTOMER  
WINBACK



REPLENISHMENT



ANNIVERSARY



# The Goals

Jack Black's overall revenue from email and SMS marketing was below the benchmark. Based on benchmarking data, email marketing should account for at least 30% of all revenue generated on the website. However, over the course of 12 months, Jack Black's email marketing contributed only 23% to the overall revenue, presenting an opportunity for improvement.

Their flows were accounting for about 7% of total email revenue when they should be closer to 18% based on what we were seeing from high-performing brands. Additionally, the percentage of non-purchaser email subscribers also needed to be increased. 87% of the client's email subscriber list hadn't converted, presenting another significant area of opportunity.

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The brand's main objectives were to improve its lifetime value (LTV), increase the percentage of purchaser email subscribers, grow revenue via lifecycle, and provide the best-in-class customer experience throughout the lifecycle.



# The Challenges & Goals



# The Actions & Creative

## The Process

Blue Wheel initially completed a one-time project for Jack Black consisting of 15 emails. Following this initial project, we began working together every quarter to execute 10 workflow-triggered emails and 4 MMS (Multimedia Messaging Service). The emails covered creative, coding, setup, segmentation, strategy, and data review.

We followed a systematic approach to implement our lifecycle strategy. Our team began with a thorough audit, followed by a client kick-off to align objectives. We worked collaboratively to refine creative assets, incorporating existing brand materials and creative assets from Blue Wheel Studios. After coding and setup, we smoothly transitioned to the live phase, ensuring a professional and efficient process throughout.



# The Process

Acknowledging that Jack Black's overall revenue and percentage of purchasers were below the benchmark, Blue Wheel initiated a strategic plan for exponential revenue growth. Drawing from the successes of similar brands and industry standards, we implemented a series of customized recommendations.

Our team improved the overall revenue attributed to lifecycle efforts by:

- Crafting relevant content tailored to the audience segments
- Implementing granular segmentation strategies for targeted messaging
- Adhering to typography rules to optimize readability and engagement
- Designing mobile-friendly layouts to accommodate diverse user devices
- Employing clear and compelling CTA buttons to encourage clicks




## The Actions & Creative



# Lifecycle Creative

Jack Black Authentic and Original

Set to refill for a smoother shave?  
Keep it sharp!



REFILL NOW

We know you love the smooth precision of The Closer® Razor, and now it's time to take your shaving to the next level, now with **The Closer® 5-Blade Cartridge Razor Refills!**

This carton contains **eight (8) 5-blade cartridge refills** designed for The Closer Razor, created exclusively for Jack Black®.



The Closer® 5-Blade Cartridge Razor Refills

\$22.00

GET YOUR REFILLS

What's in it?

- Eight (8) 5-blade cartridge refills
- A precision trimmer and pivoting head
- Diamond-coated for sharpness and durability

Made in Solingen, Germany | Suitable for sensitive skin | Dermatologist tested

How and when to use it?


Replace cartridges after 5-6 uses. But when in doubt, throw it out. To replace, simply **push**, with the blades facing away from your finger, until the cartridge becomes dislodged. **Slide into the cartridge case** until you hear a click.

Check what people say about Razor Refills:

**Great product**  
★★★★★  
Stitched to these a year ago. Best shave system I yet to come across. I will definitely stick with JB.

**Long lasting**  
★★★★★  
Get a weeks worth of shaves with one blade!!

**Great blades**  
★★★★★  
These 5 blade cartridges are excellent. The trimmer gives me precise control around the mustache and goatee.



GET YOUR RAZOR REFILLS

Jack Black Authentic and Original

DISCOVER DISCOVER

YOUR SIGNATURE SCENT



BLUE MIDNIGHT™  
A fragrance that blends notes of Black Pepper, Mandarin and French Lavender.

VIEW COLLECTION

BIG SIR™


Transport yourself to the Pacific coast with clearing notes of Bergamot, Neroli, and Woody Amber that create an invigorating harmony.



VIEW COLLECTION

TURBO®


Awaken your senses with Rosemary, Scandalous, Juniper Berry, and Africa to awaken senses and revitalize your body.



VIEW COLLECTION

ALL-OVER


A set of grooming products for your whole body. Smells like Citrus, Basil, and Oakmoss—fresh and perfect for every day.



VIEW COLLECTION

BLACK RESERVE™

Tailored grooming products for the Jack Black Man, with masculine scents of Cardamom and Red Cedarwood.



VIEW COLLECTION

FIND YOURS

Jack Black Authentic and Original

A Year of Great Skin Moments.

**HAPPY ANNIVERSARY!**

Your **15% Off** Gift Awaits!


Use code: **Anniversary**



SAVE 15% NOW


It's been a year since you joined our skincare journey, and we're celebrating with an **exclusive 15% off sitewide, just for you!** Thanks for being a part of the Jack Black family - here's to more years of great skin together.

## MEET THE MOST WANTED




Double-Duty Face Moisturizer SPF 20

SHOP NOW



Face Buff Energizing Scrub

SHOP NOW



Black Reserve™ Body & Hair Cleanser

SHOP NOW

## EXPLORE BY CATEGORY

FACE

SHAVE

BODY

HAIR

THE SKINCARE QUIZ

5 quick steps to skincare customized for you.

TAKE THE QUIZ

SAVE 7% & NEVER RUN OUT

- 10% OFF your first order with Auto Replenishment.
- 7% OFF all recurring orders.
- FREE SHIPPING on every order.
- DELUXE SAMPLES with every order.
- SPECIAL GIFTS.

LEARN MORE

Jack Black Authentic and Original

REPLENISH NOW &

And ensure you never run low on your favorite Jack Black skincare essentials!



Hey [name], running low on [product name]?

Imagine preparing for the perfect spa day, a post-workout wind-down, or a relaxing bath after a long day, only to discover that your favorite bottle is empty. Don't leave anything to chance and stock up on Jack Black's superior skincare for men now!



Double-Duty Face Moisturizer SPF 20

\$30.00

REORDER NOW

SAVE 7% & NEVER RUN OUT

- 10% OFF your first order with Auto Replenishment.
- 7% OFF all recurring orders.
- FREE SHIPPING on every order.
- DELUXE SAMPLES with every order.
- SPECIAL GIFTS.

LEARN MORE

Our customers wanted no-nonsense products that worked as advertised and used the best ingredients - and were never, ever tested on animals.

We're sure you'll love these too:



Black Reserve™ Body & Hair Cleanser

\$52.00


TRY NOW



Turbo Wash® Energizing Cleanser for Hair & Body

\$52.00

TRY NOW



Face Buff Energizing Scrub

\$30.00

TRY NOW

SEE MORE

Jack Black Authentic and Original

Nothing complicated. Nothing cosmetic. Just superior skincare.

EXPLORE JACKBLACK



# The Results

Over the course of ten months, the total placed order value increased by 38%, period over period.

During the same timeframe, the Blue Wheel team increased Jack Black's total number of subscribers by 12.5% and decreased the total number of non-purchaser subscribers by 10%.

Total email revenue increased by 15%, along with the flow revenue increasing by 8%, and the email campaign revenue by 17%.

In addition, we saw a significant increase of 74% in SMS-attributed revenue since we began working with Jack Black, as compared to before our partnership.

+38%

Increase in total placed order value

+12.5%

Increase in the total number of subscribers

10%

Decrease in the total number of non-purchaser subscribers

+74%

Increase in SMS-attributed revenue



# The Conclusion

Jack Black chose Blue Wheel over other agencies due to our existing relationship and positive past experiences, particularly in creative services.

The client overcame the volume of work by utilizing dedicated resources from the Blue Wheel lifecycle team instead of straining their in-house team. We cover both trigger projects and regular campaigns and provide expertise across the beauty industry, content guidance following best practices for email, and timely delivery without hold-ups due to bandwidth.

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“ Lisa and her team were able to quickly accelerate all of our email and lifecycle marketing programs within a matter of weeks. After our initial engagement, our website conversion rate increased by 183%. We now rely on her team's expertise to fill in knowledge gaps and optimize our programs on an ongoing basis. ”

Lauren de Wet, Edgewell Personal Care





# About Us

## [Blue Wheel](#)

We're a new breed of omni-channel 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.



[Blue Wheel](#)



[@BlueWheelMedia](#)