

Blue Wheel 

ORIBE CASE STUDY

*Building a High-
Performance
Email Lifecycle*

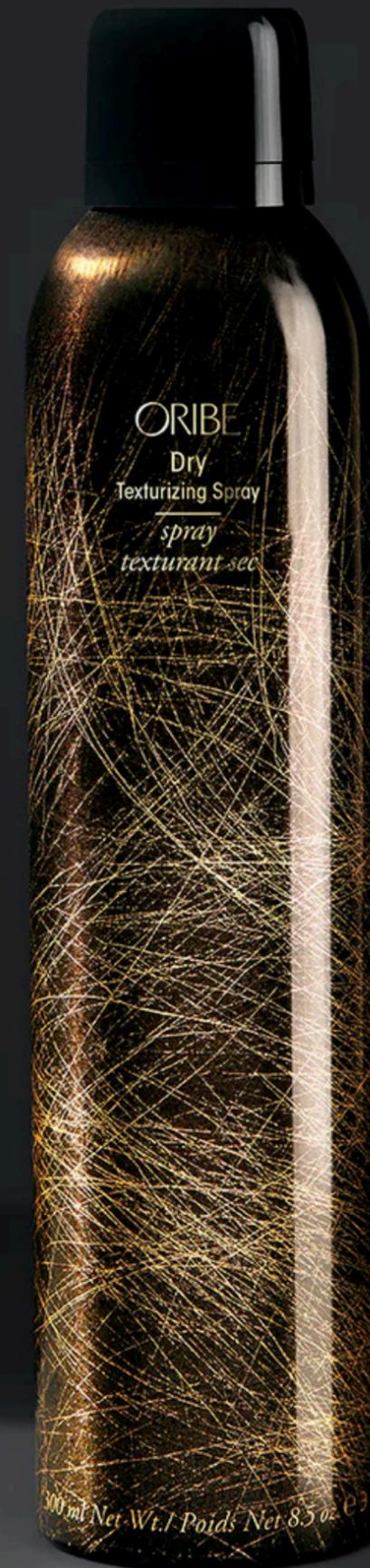


BLUE WHEEL CASE STUDY

ORIBE

“These are the products of the hair obsessed.”

Oribe is a luxury haircare brand founded by hairstylist Oribe Canales, renowned for its high-performance formulas, distinctive signature scent, and glamorous packaging. With products like volumizing sprays and shine serums for all hair types, Oribe transforms haircare into a luxurious experience, favored by global fashion and editorial hairstylists.





Contents

The Oribe case study has five sections, showcasing different aspects of our strategic [Email Marketing](#) efforts and accomplishments.

01



[The Challenges & Opportunities](#)

The challenges we encountered and key opportunities

02



[The Goals & Strategy](#)

Our client's goals and strategy overview

03



[The Actions](#)

The main steps we took to achieve the goals

04



[The Results](#)

The results we accomplished for our client

05

[The Conclusion](#)

Our final thoughts





The Challenges & Opportunities

The Challenges & Opportunities

Oribe 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 presented a powerful opportunity to strengthen customer relationships, reinforce brand positioning, and drive incremental revenue across the customer lifecycle.

To support this growth, Oribe reached out to **Blue Wheel** to evolve its email marketing strategy into a more personalized, cohesive, and performance-driven program that reflected the brand's 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 Oribe'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 Oribe's premium brand experience



The Goals

Oribe'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

Oribe partnered with Blue Wheel for a comprehensive email marketing service package focused on aligning luxury branding with data-driven lifecycle marketing. It combined audit and analysis, content strategy, customer journey mapping, and technical execution, powered by SAP Engagement Cloud expertise. [SAP Engagement Cloud](#) 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 Oribe'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 Oribe's 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 Oribe's luxury positioning
- Provided creative examples and two rounds of design consultation to ensure alignment



The Results

Blue Wheel transformed Oribe'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, consistently 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

By reimagining [Oribe's email program](#) through the lens of both brand and performance, Blue Wheel helped transform email into a scalable, revenue-driving lifecycle channel.

The combination of strategic workflow design, personalized customer journeys, and premium content elevated engagement while supporting meaningful revenue growth.

Just as importantly, the foundation built through this engagement enables Oribe to continue evolving its lifecycle strategy, deepen customer loyalty, and maintain a consistently high-end experience across every email touchpoint.

Through a strong collaboration and deep expertise in SAP Engagement Cloud, Blue Wheel delivered a framework that balances luxury storytelling with measurable business impact.





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.

[CONTACT US](#) >