

Blue Wheel 

# POWERBLOCK CASE STUDY

EMAIL & SMS MARKETING





## BLUE WHEEL CASE STUDY

# POWERBLOCK

*“World’s best dumbbell.”*

PowerBlock is a brand known for its adjustable dumbbells and other fitness equipment.

The company's adjustable dumbbells are particularly popular because they allow users to quickly and easily change the weight of the dumbbells without needing multiple sets of fixed-weight dumbbells.

**PowerBlock** offers a range of models with varying weight capacities and features to suit different fitness levels and needs.





# Contents

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

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## The Challenges & Goals

The challenges we encountered and our client's objectives.

## The Actions

The strategic steps we took to address the client's needs and goals.

## The Results

The results we achieved for our client.

## The Conclusion & Client Testimonial

Final thoughts and our client's testimonial.







# The Challenges & Goals

## *The Challenges & Goals*

**PowerBlock** partnered with Blue Wheel for a comprehensive Lifecycle program that encompassed the strategic development, execution, and optimization of email flows and campaigns.

Our client aimed to unlock growth via Lifecycle revenue but lacked optimized flows, segmentation, and a data-backed campaign strategy. Challenges included underperforming flows (e.g., Browse and Checkout Abandonment), the need for coordination with platform migration (Shopify), managing seasonal performance (BFCM), and transitioning off SMS while maintaining revenue.

### THE MAIN GOALS:

- Increase Lifecycle-attributed revenue YoY
- Develop more advanced custom flows
- Improve engagement and conversion via A/B testing
- Drive sales during key moments like BFCM and product launches
- Optimize deliverability while increasing list size
- Build long-term brand-customer relationships

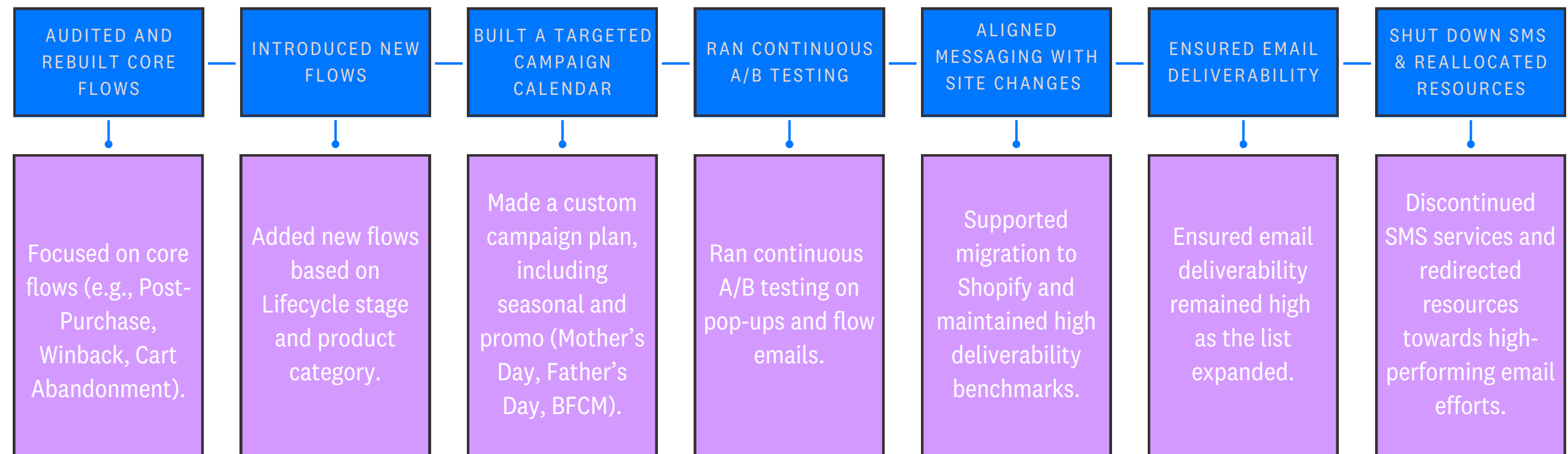


# The Actions

Blue Wheel took a phased approach by prioritizing flows in the first half of the engagement (e.g., Post-Purchase and Winback) and scaling campaigns once flow foundations were solid.

We introduced new flows (e.g., Anniversary, Product-Specific Post-Purchase Emails, Expansions, and Stands), separated and optimized Abandoned Cart and Abandoned Checkout, and ran pop-up A/B tests. Campaigns were linked to key sales and seasonal moments. Each tactic was tied to a measurable impact and tested for refinement.

## KEY ACTION STEPS:



# The Actions: A/B Testing

We [A/B tested](#) pop-ups for PowerBlock during 14 days in Q1. Our client sought to improve its email sign-up and first-purchase conversion rates through optimized website pop-ups. The goal was to determine whether a 5% or 10% discount would perform better while ensuring long-term profitability.

## The Experiment

We tested two discount variations on both desktop and mobile pop-ups: [5% Off](#) and [10% Off](#). Each version directed users into a welcome email flow, where we tracked sign-up rates, purchase conversions, and engagement trends.

## The Results

### Desktop Performance:

- A 10% discount increased sign-up rates by 29% compared to 5%.
- A 10% discount led to 22% more orders than the 5% offer.

### Mobile Performance:

- Sign-up rate increased by 95% when moving from 5% to 10%.
- A 10% discount drove 78% more conversions than the 5% offer.
- The 10% version was so effective that the test ended early due to a 99.9% probability of winning.

**POWERBLOCK**  
WORLD'S BEST DUMBBELL

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videos, and the latest product news.

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No, thanks

\*By completing this form you consent to receive informative emails and special offers from PowerBlock. We process your personal data as stated in our Privacy Policy. You may withdraw your consent or manage your preferences at any time by clicking the unsubscribe link at the bottom of any of our marketing emails.



# *The A/B Testing Key Takeaways*

## Higher Discounts Drive More Sign-Ups and Purchases

The [10% offer](#) significantly outperformed the 5% discount across all metrics. However, unsubscribe rates were slightly higher, suggesting some users signed up only for the discount.

## Mobile Optimization is Critical

The biggest lift happened on mobile, where conversions nearly doubled. [Mobile-first strategies](#) are non-negotiable for brands looking to grow their email list and first-time sales.

## Smart Discounting Matters

While 10% was the clear winner, using it year-round may not be sustainable. Our recommendation is to [deploy higher discounts strategically](#) during slow periods or major sales events while testing other incentives (e.g., giveaways).

## The Impact

By optimizing PowerBlock's pop-ups, we achieved [higher email sign-ups](#) and [purchase conversions](#), proving that strategic A/B testing unlocks growth for DTC brands.

# The Actions





# The Results

Blue Wheel implemented a comprehensive Lifecycle system that aligned with PowerBlock's evolving technology stack and product roadmap. New flows generated consistent revenue, while tailored campaigns connected with audiences around key moments.

Our adjustments kept metrics within industry benchmarks, even as recipients grew 70% YoY. Additionally, email maintained strong revenue even without SMS support.

## KEY RESULTS

**Flows:** 46.2% YoY revenue increase

**Campaigns:** 42.9% YoY revenue increase

**Attributed revenue:** 44.5% YoY increase

**Conversion value:** 46.2% increase (Flows) and 42.9% increase (Campaigns)

**List size:** +15.1k new users and a 70.6% growth in recipients YoY

**+44.5%**

YoY Attributed Revenue Increase

**+46.2%**

YoY Revenue Increase (Flows)

**+42.9%**

YoY Revenue Increase (Campaigns)

**+15.1k**

New Users

**+70.6%**

YoY Growth in Recipients







# The Conclusion

## *The Conclusion*

PowerBlock selected Blue Wheel for our proven Lifecycle strategy, flow-building expertise, and ability to deliver measurable revenue uplift through email marketing.

Our client was impressed by the consistent high revenue from the campaign in Q1. Campaign performance remained strong throughout, indicating effective targeting and creative.

“ Blue Wheel has been a great partner as we continue to build out and refine our email marketing strategy. They have helped us to transform how we think about our marketing flows to ensure we are touching the customer at key times throughout their purchase journey. Additionally, they have helped us to increase our email list size through various A/B tests to ensure we are always increasing our funnel of contacts. ”

Michelle Titus, PowerBlock CEO







# 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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