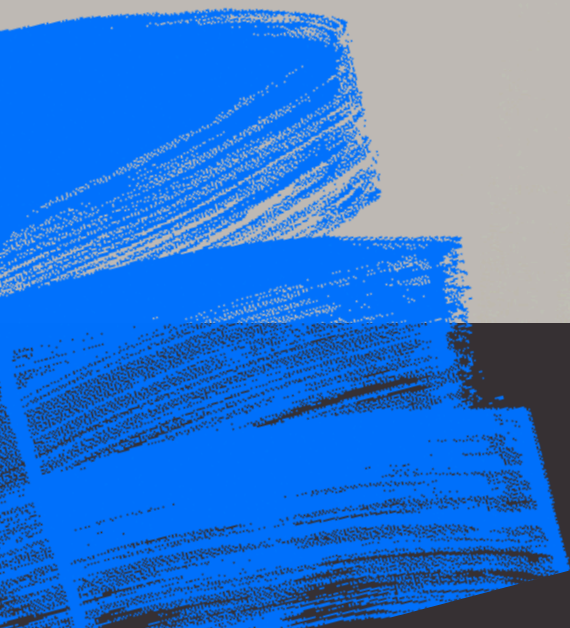


Blue Wheel 

VOLOOM CASE STUDY

LIFECYCLE
MARKETING



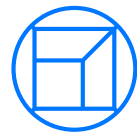
BLUE WHEEL CASE STUDY

VOLOOM

"Beautiful, healthy, lasting volume"

VOLOOM is a brand specializing in hair styling tools and products, particularly known for its innovative hair volumizing irons. VOLOOM is the first hair volumizing iron designed specifically to add huge volume to hair with its patented plates.





Contents

The VOLOOM case study has four sections, showcasing different aspects of our lifecycle marketing strategic efforts and accomplishments.

01



02



03



04

The Challenges and Goals

The challenges we encountered and our client's goals.

The Actions and Creative

The strategic steps we took and the creatives we used.

The Results

The results we achieved for our client.

The Conclusion

Our final thoughts.





The Challenges & Goals

The Challenges & Goals

VOLOOM, a hair care & styling brand, approached Blue Wheel wanting to solve inefficient email campaign and flow performance, lackluster email campaign content, and low send frequency. They also needed effective segmentation for upsell and cross-sell opportunities and lacked segments based on customer behavior.

The brand wanted to improve upon underperforming metrics, including overall revenue, revenue per email campaign, and open and click rates.

Our client's main goal was to resolve deliverability issues and establish a regular email campaign cadence.

The objective was to increase VOLOOM's overall email-attributed revenue and revenue per campaign, optimize send frequency, and refine segmentation by creating additional segments based on customer behavior. In turn, it would increase KPIs such as deliverability rate, conversion rate, open and click rate, list growth rate, and bounce rate.



The Actions

Blue Wheel lifecycle strategy implementation followed a systematic approach beginning with a thorough audit, followed by a client kick-off to align objectives. Our team uncovered significant deliverability issues with Gmail and Yahoo. We implemented our tried and true warm-up process and established a regular sending cadence with engaged contacts to repair and maintain improved deliverability scores.

Through collaborative and strategic efforts, we refined creative assets, incorporating existing brand materials and net new creative assets. After coding and setup, we smoothly transitioned to the live phase, ensuring a professional and efficient process throughout.



The Actions





The Actions

The Actions

Blue Wheel supported VOLOOM in tackling different metric challenges on a month-over-month and year-over-year basis. We began by carefully examining the key metrics, segments, and sending frequency. After that, we implemented best practices to enhance the client's overall lifecycle journey.

Our marketing strategy has effectively addressed the brand's issues by implementing several key measures. We ensured consistent email communication with their audience and focused on vital metrics and segments to maximize engagement.

In addition, we have continuously tested different content strategies, prioritizing those that resonate the most with the audience.




The Lifecycle Creative

Blue Wheel lifecycle marketing service for VOLOOM included the monthly execution of five email and three SMS campaigns.

VOLOOM

Introducing
#clubVOLOOM!



JOIN US NOW

Hey [name],
Join our affiliate program!

Wondering about our affiliate program perks?

- ▶ Earn a commission from every purchase your followers make
- ▶ Be paid once a month, as long as your affiliate balance is \$50 or more
- ▶ Your followers will continue to get a discount off their order from your branded promo code

Top affiliates' privileges?

1. Access to contests
2. Cross-promotional opportunities by having their high-quality content featured on our brand's pages
3. Early access to future VOLOOM products to review for their channels

LEARN MORE ABOUT OUR AFFILIATE PROGRAM

If you ever have questions about any of VOLOOM's products, just let us know.
We're looking forward to seeing your future content!

Patty Lund, CEO

Trending products:

VOLOOM 2.0 HAIR VOLUMIZING IRON

SHOP NOW

VERY AIRY LOW RESIDUE DRY TEXTURIZING SPRAY

SHOP NOW

PERFECTLY PINK DETANGLING VENT BRUSH


SHOP NOW

VERY AIRY LOW RESIDUE THERMAL PROTECTION MIST

SHOP NOW


VOLOOM

Google's most searched hair volume questions
DEMISTIFIED!



1. Which haircut gives volume to thin hair?


It's not the haircut that gives you volume, it's the VOLOOM! It will give your hair that sexy, blowout look that will last until you get your hair wet again.



2. How to add volume to thin hair?


VOLOOM adds huge volume to fine and thinning hair by creating a sound structure in the under-layers of hair, lifting them up and away from the scalp. This creates the appearance of much thicker, lush hair.

Before After



3. Why does VOLOOM work on Thin hair?

The best part about our VOLOOM irons is that the volume that you get is "heat-locked" into your hair, unlike the volume you get with sprays, gels, and other irons. This means that your volume will last for days or until you get your hair wet.



SHOP VOLOOM

VOLOOM

30% OFF | Very Airy Products
Use code: AIRY30

START your hair adventure in the shower.

SHOP VOLOOM

Create your ideal haircare routine with VOLOOM:

STEP 1:
VOLOOM VOLUMIZING SHAMPOO

Start strong with our Volumizing Shampoo, setting the stage for a gorgeous look!

SHOP VOLOOM SHAMPOO



STEP 2:
VOLOOM KERATIN MASQUE

After shampooing, give your hair a healthy dose of care with our Keratin Masque, leaving it thick, full, and stunning.

SHOP VOLOOM MASQUE



STEP 3:
VOLOOM TEXTURIZING SPRAY

Boost your hair with our Texturizing Spray, adding texture and hold for a natural, voluminous touch.

SHOP VOLOOM SPRAY



STEP 4:
VOLOOM THERMAL PROTECTION MIST

Complete your styling routine with our Thermal Protection Mist, protecting your volume from the effects of styling heat for a glossy finish!

SHOP VOLOOM THERMAL MIST



SHOP ALL VOLOOM PRODUCTS

The Results

By comparing the periods before and after we started collaborating with VOLOOM, the open rate has increased by 16% in Browse Abandonment, 73.24% in Checkout Abandonment, and 7.39% in Welcome Series. The biggest increase for the overall trigger revenue was within the Browse Abandonment flow by 137.7% and Checkout Abandonment by 8.44%.

Regarding email campaigns (one-offs), a comparison between the year before Blue Wheel took over and the first year of our collaboration shows a significant increase in open rates. Before our collaboration, the average year-over-year open rate was 24.2%. However, the year after we started working with the client, the open rate increased to an average of 37%. During six months, the average open rate consistently maintained a strong level of 35.7%.

We have observed a remarkable year-over-year increase in overall revenue from our one-off email campaigns, with revenue rising by 322.7%. If we compare the first six months of our work to the six months a year after we started collaborating, we observe another noteworthy revenue increase of 25.63%.

+16%

Open Rate Increase in
Browse Abandonment

+73.24%

Open Rate Increase in
Checkout Abandonment

+7.39%

Open Rate Increase in
Welcome Series

37%

Average Year-over-Year
Open Rate

+322.7%

YoY Revenue Increase
from One-Off Email
Campaigns

+25.63%

6-Months Period YoY
Revenue Increase from
One-Off Email Campaigns



The Conclusion

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

Our strategy achieved overall lifecycle optimization, increasing overall revenue and revenue per campaign, whether promotional or non-promotional.

Alongside this, we implemented segmentation based on browsing, purchasing, clicking, and email interactions. This approach led to significantly higher open and click rates, as the brand effectively engaged with a more attentive audience.

“ In order to warm contacts we had to provide valuable campaign content to increase VOLOOM’s lifecycle performance. Once we had deliverability scores improved, we were confident we could achieve incremental growth as subscribers were nurtured with a consistent sending cadence. ”

Lisa Wendland, Director of Lifecycle at Blue Wheel

“ Once we identified VOLOOM’s lifecycle challenges, we prioritized intensive A/B testing, and segmentation, and focused on compelling, targeted, and more personalized content. With a strong focus on data and metrics – an area of particular interest for me – our strategic initiatives ensured that the deliverability score stays healthy and key metrics show significant improvement. ”

Kristina Stankovic, Lifecycle Strategist at Blue Wheel





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](#) >