CASE STUDY

$896,551 in 110 Days

An Ecommerce Growth Case Study

How a direct to consumer outdoor brand turned its peak season into nearly nine hundred thousand dollars, and built an owned channel that kept producing as the season cooled.

ECOMMERCE

EMAIL AND SMS

PAID MEDIA

STORE REVENUE, JUN 1 TO SEP 18

$896,551

2,198 ORDERS AT A $408 AVERAGE

15.7%	$140K	$408
Revenue from email	Email attributed	Average order

THE CHALLENGE

A Season That Does Not Wait

An outdoor product sells in a window. Summer decides the year, the window closes whether or not the marketing was ready, and every dollar left on the table in July cannot be recovered in November.

1

The window is short

Peak demand runs a few months. There is no second chance at the season, so the channel mix has to be right on day one rather than optimized into place by September.

2

Traffic alone is expensive

Buying more visitors is the obvious lever and the costly one. The durable gain is more revenue from the visitors already arriving.

3

The list was underused

A large audience had been built over years of selling kayaks, and it was not being asked to buy often enough or well enough.

Win the season, and build something that keeps selling after it ends.

OPEN HEART MEDIA

OUR APPROACH

Paid to Find Them, Owned to Keep Them

Two jobs running at once. Paid media carries the season while the owned channel is built underneath it, so the account is not starting from zero next spring.

1

Full funnel paid media

Meta and Google running together through the peak, pointed at the products and audiences that actually convert rather than the ones that generate cheap clicks.

2

Automated flows first

The sequences that run without a send button. Welcome, abandoned checkout, post purchase, browse. Built once, earning every day after.

3

A real campaign calendar

Planned promotional moments instead of reactive sends, so the list hears from the brand on a rhythm and the offers land when demand is already there.

4

Send discipline

A master exclusion segment so recent buyers and pending orders never receive a promotion. Protecting the customer relationship is protecting the revenue.

THE RESULTS

Nearly Nine Hundred Thousand in One Season

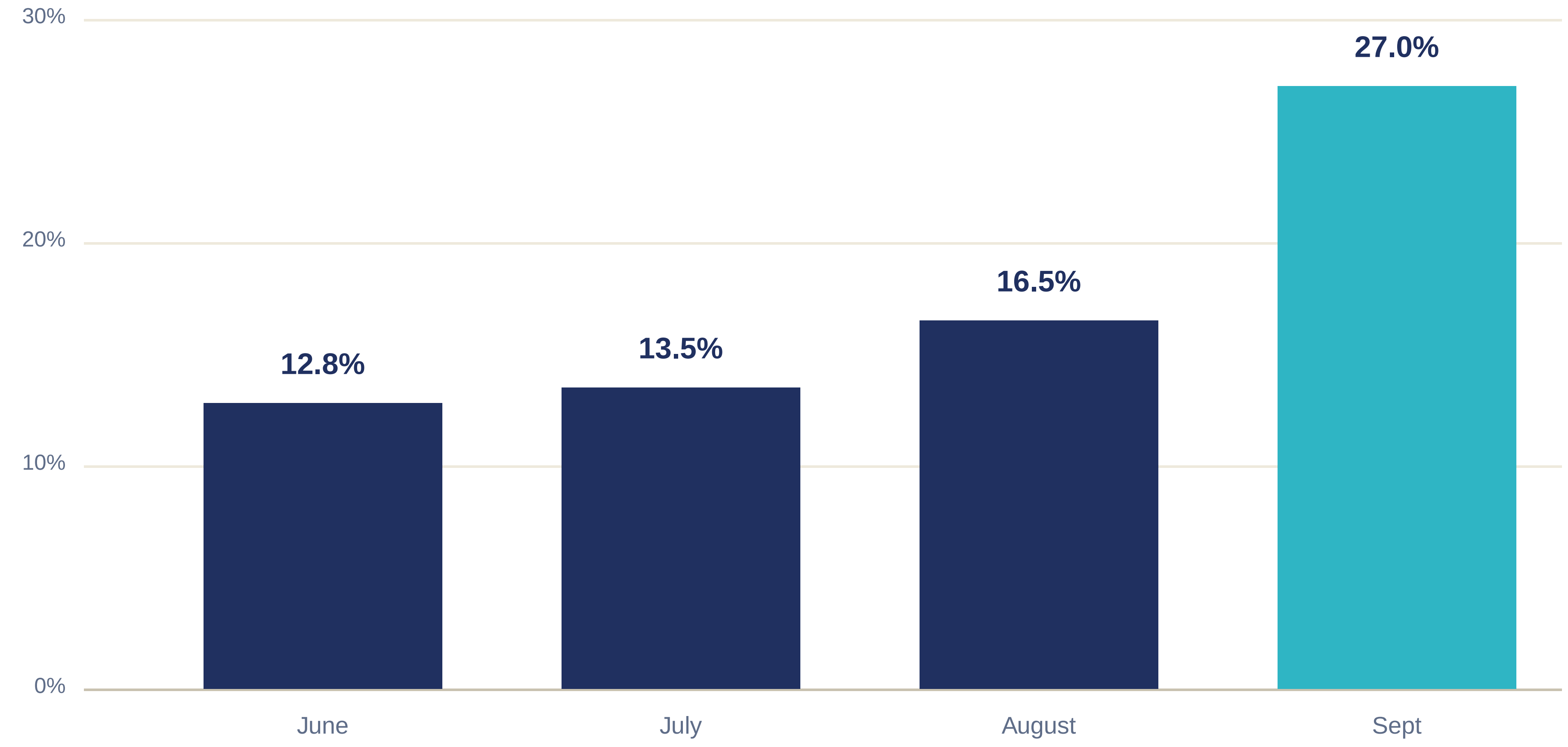
June 1 through September 18, 2026. Every sales channel, measured on tracked orders.

$896,551	2,198	$407.89	15.7%
STORE REVENUE	ORDERS	AVERAGE ORDER	FROM EMAIL
Jun 1 to Sep 18, 2026	*Across the full season*	*Held above $400 every month*	*$140,322 attributed to Klaviyo*

Automated flows produced $92,737 of the email revenue and campaigns produced $47,585, close to a two to one split in favor of sequences that run on their own.

THE COMPOUNDING ASSET

Email Took a Bigger Share Every Single Month



The Asset They Now Own

Email's share of store revenue more than doubled across the season, from 12.8 percent in June to 27.0 percent in September.

Paid media has to be bought again every morning. A list does not. This is the part of the account that carries into next spring already warm, and it is worth more in the off season than it is at the peak.

OPEN HEART MEDIA

KEY LEARNINGS

What Made the Difference

1. **One flow carried the channel**
   The welcome sequence produced $69,966 across 145 orders, three quarters of all flow revenue and half of everything email made.

2. **Sequences beat sends**
   Flows out-earned campaigns close to two to one, and they did it without anyone scheduling a thing.

3. **Abandoned checkout pays rent**
   $14,428 recovered from 35 orders that were otherwise walking away at the last step.

4. **Price held all season**
   Average order stayed above $400 every month, so growth came from demand rather than from discounting the catalog.

5. **Owned share climbs as paid cools**
   Email went from an eighth of revenue to better than a quarter, which is exactly the shape you want heading into an off season.

6. **Discipline protects the list**
   A master exclusion segment keeps promotions away from recent buyers and pending orders, which protects both margin and trust.

WHAT'S NEXT

Carrying the Season Into Next Year

1. Keep the list warm through the off season with a content led calendar, so spring opens to an audience that never stopped hearing from the brand.

2. Scale the welcome sequence. It is the single best performing asset in the account and it deserves more branches, more testing and more traffic pointed at the signup.

3. Build the post purchase path further, into accessories, referrals and reviews, so one kayak sale becomes a second order rather than a single transaction.

4. Expand SMS alongside email for the moments that are genuinely time sensitive, where a text outperforms an inbox.

5. Set the spring pre season campaign now, while this year's data is fresh, so next year's window opens with the offer already built.

Ready for Results Like These?

This brand did $896,551 in a single season and finished it owning a channel that produces on its own, with more than a quarter of revenue coming from email by September. We build growth systems, not just campaigns.

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