



Case Study

Mango Bikes achieves a 2337% ROI from a lifecycle email campaign

Brand:
Mango Bikes

Agency:
toinfinity

Industry:
Retail

Objective:
Boost sales by encouraging customers who had purchased a bike in the previous year to upgrade components or buy accessories

The Result:
2337%
ROI

56%
open rate



Quick Wins

We've heard time and time again that it's easier to market to your current customers than to acquire new ones. But in order to succeed at that, your messages have to be very targeted and relevant.

toinfinity applied that principle to Mango Bikes, a quirky and fun cycling retailer, and using email automation, the campaign achieved a 2337% ROI!



The Challenge

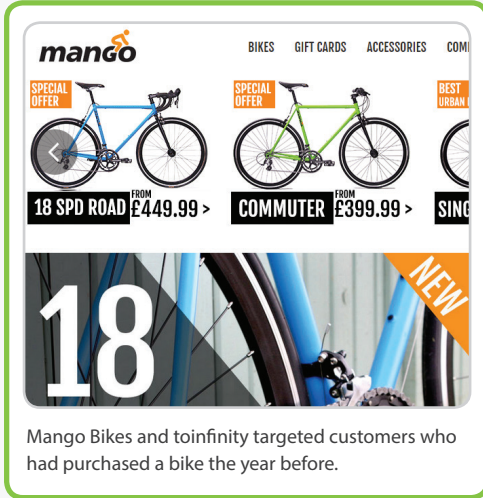
The main challenge is that the bike buying cycle is very long. In order to boost sales, Mango Bikes needed to focus on encouraging customers to make repeat purchases by focusing on accessories and upgrades.

Part of the appeal of Mango Bikes is their quirky brand personality and love of beautifully-designed bikes. All they had to do was reignite the same passion in the mind of their customers.

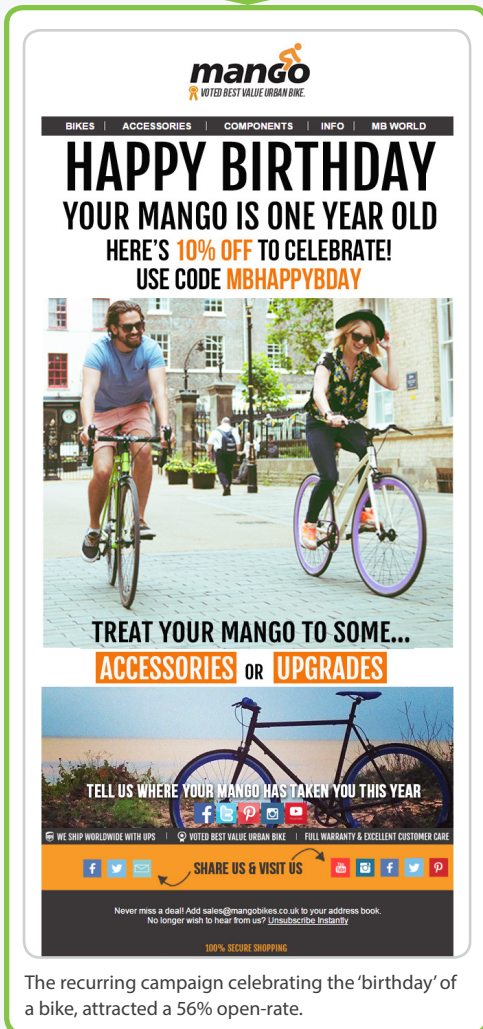
The Solution

To help them with their challenge, toinfinity suggested to Mango Bikes to target customers who had bought a bike the year before. They set up a recurring campaign in MessageFocus celebrating the 'birthday' of a bike, by filtering their customer data by purchase date.

The Campaign Process



Mango Bikes and toinfinity targeted customers who had purchased a bike the year before.



The recurring campaign celebrating the 'birthday' of a bike, attracted a 56% open-rate.

The copy in the email encouraged customers to celebrate the anniversary of their purchase by treating their Mango Bikes bike to accessories, or upgraded components.

The message was transmitted through a short email, with a bold and visually-appealing design, and a clear call-to-action.

The Result

The highly targeted nature of the email, strategic timing, and clear message made this email a success. The subject line 'Your Mango is 1 year old! Say Happy Birthday with 10% off' attracted a fantastic 56% open-rate.

The Result

2337%
ROI

56%
open rate

Compared to other non-segmented emails, this campaign achieved three times better engagement with a 22% click-to-open rate.

But the email strategy proposed by toinfinity didn't just generate clicks to the website, it helped Mango Bikes boost their sales. In fact, the brand achieved a whopping 2337% return on investment from the campaign.

About Adestra

We have been empowering our clients to maximize marketing ROI through email-driven technology for over 10 years. Our flexible account structure, obsession with customer success, and award-winning service have gained the trust of global and growing brands alike.

We were founded on the principle that marketing success takes more than technology, and that's why customer service is at the heart of our business. We're not just Software as a Service, we're Software AND a Service.

Could email automation help you boost sales?

toinfinity, an Adestra agency partner, have extensive experience in helping brands grow and increase sales with highly targeted messages.

Contact us today to discover how we can help you make your data work harder and increase sales with highly targeted messages.