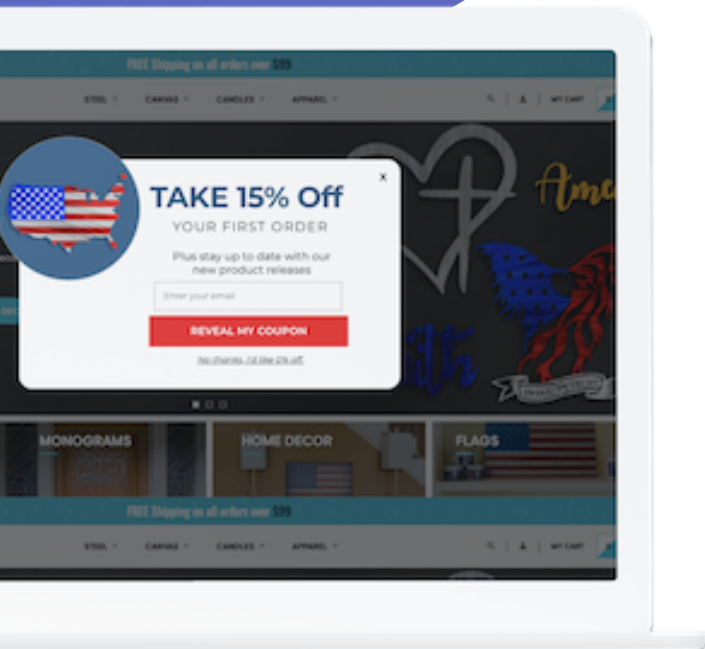


Growing a home decor niche

Redline Steel is a military veteran-owned, customized steel manufacturing company operating on Shopify Plus. Redline Steel specializes in custom steel home decor, and they have found a home decor niche that was underserved. They have quickly overtaken the market.

Founded in 2016, Redline Steel is a standout in the e-commerce industry for its huge success and growth in just two years. The company is on track to gross more than \$30 million in revenue this year. MuteSix has given them a unique advantage. They helped Redline leverage early social media momentum to capture traffic and grow their email list, improving on-site conversion and lowering their digital marketing spend in the process.



How they did it

Redline Steel took an untapped market and organically grew their social media presence, but they needed an agency to help strategize and bring them to the next level.

MuteSix was able to do just that by guiding a substantial investment in social, collecting over 79,000 emails in only one month and converting 18% of all traffic that engaged with a Justuno promotion to a purchase!



"With Redline's unique following, MuteSix was able to generate high volume traffic and convert an immensely engaged and growing customer base."

*- Drew Edell
Head of Email Marketing
MuteSix*

One Month (November 2018) Snapshot

15%

Reduction in cart abandonment

79,619

Emails collected

18%

Promotion conversion rate

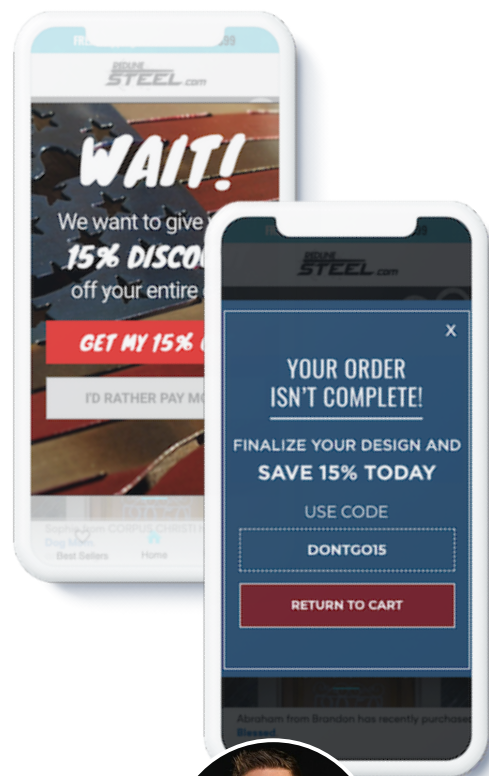
MuteSix's strategy of building Redline Steel's email list and focusing on optimizing their conversion rate helped them to grow into a \$30 million company in two years. MuteSix drove awareness with high-performing paid social posts across both Facebook and Instagram. Then they converted that traffic through compelling email marketing and pop-ups bolstered by strategic targeting rules in Justuno.

Redline's e-commerce recipe

MuteSix, the marketing agency behind many standout Shopify Plus brands, builds Justuno into their service offerings. Whether they implement Justuno as a CRO boost, an email marketing lead capture, or website messaging, Justuno helps MuteSix achieve full-funnel marketing success.

Redline Steel also relies on two technologies with whom Justuno directly integrates: Klaviyo and Shopify Plus.

Justuno's direct integration with Klaviyo allows retailers not only to push emails collected on-site to the ESP but also to segment those emails based on additional form data collected by Justuno promotions. By enabling segmentation within Klaviyo as soon as a new email is added, email conversion rates immediately increase along with email marketing ROI.



"Utilizing Justuno for email lead generations allowed us to generate over \$1.2M in a single month through segmented flows and campaigns."

*- Colin Wayne
CEO & Founder
Redline Steel*

Justuno

MUTESIX

 **KLAVIYO**

shopifyplus

For e-commerce stores that run on Shopify Plus, using Justuno's direct integration allows users to get very specific about which audiences see a promotion and tailor the message specifically to them. Tactics like targeting visitors based on cart value to show a special discount or targeting specific items in cart to display a related upsell are examples of more advanced functionality that becomes easy to employ on Shopify Plus stores.

Built for the professional marketer

We merge seamlessly into your marketing technology stack via our 95+ integrations to help you get results. Learn more at www.justuno.com.