

CASE STUDY

How I Generated £309,509 In 30 Days For a Pet Supplement Brand Using Email Alone

Without paid ads. Without influencers. Without burning profit.

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The Numbers

Here's the Klaviyo dashboard for the 30-day period. Total revenue, attributed revenue, and the breakdown by campaigns vs. flows:

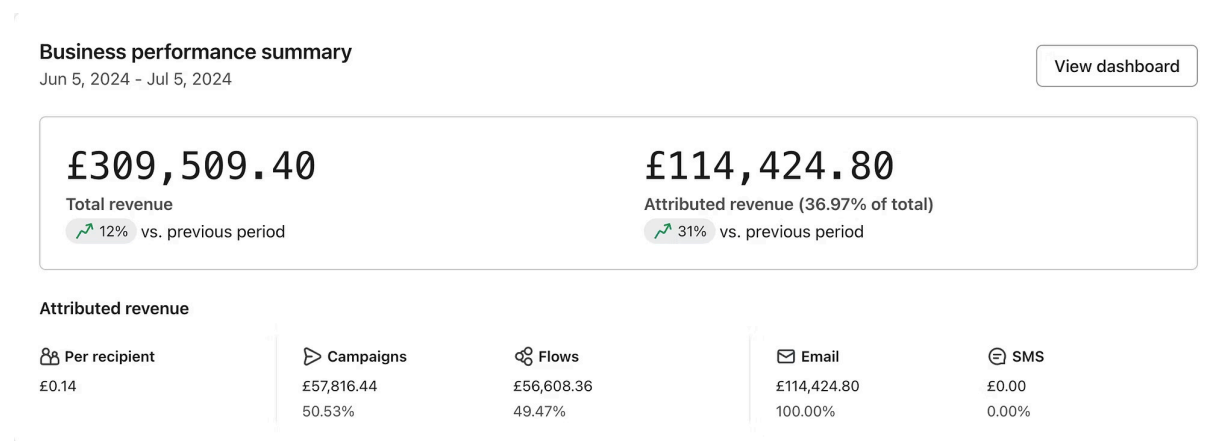


Figure 1: Total Revenue £309,509.40 | Attributed Revenue £114,424.80 (Jun 5 – Jul 5, 2024)

Client Overview

The client is a fast-growing pet supplement brand serving the UK and European markets. Their product line spans joint support, gut health, skin & coat, and senior pet formulas — science-backed supplements for dog and cat owners who treat their animals like family.

The brand had built meaningful traction through paid social and organic content. But by early 2022, that engine started to break down. iOS15 had gutted Facebook's targeting. Ad costs spiked. Revenue dropped sharply. And the email list — sitting on tens of thousands of warm, high-intent subscribers — was completely undermonetised.

That's when I came in.

What Was Broken

I started with a deep audit of their existing email program. What I found was what I almost always find: a brand sitting on a goldmine of warm subscribers and doing almost nothing with them.

The audit revealed seven critical gaps:

- No refill or repurchase reminder flows — critical for a consumable supplement brand where repeat purchase IS the business model
- No billing reminder sequence — auto-ship subscribers received no communication before charges, causing disputes and silent churn
- No effective segmentation — every subscriber got the same email regardless of purchase history, pet type, or product category
- No A/B testing had ever been run — subject lines, CTAs, and layouts were all guesswork
- Only one email per week — not nearly enough to stay top of mind in a category where competitors send 4–5x weekly
- Basic email design — in a category driven by emotional connection and lifestyle imagery, this was costing conversions
- Discount-only pop-up — no value-first lead magnets, no quiz funnels, no education-based capture strategy

My Strategy

I focused on two tracks simultaneously: immediate revenue recovery through automation flows, and long-term list engagement through smarter campaigns and pop-up strategy.

1. Build the Foundational Flows

Pet supplement brands live and die by repeat purchase. My first priority was installing the flows that capture revenue the brand was actively leaving behind:

- Welcome Series — a 5-email onboarding sequence that educated new subscribers on the brand's formulations, introduced hero products by pet type, and built trust before asking for the sale
- Refill Reminder Sequence — timed to each product's supply cycle (30, 60, and 90 days), reactivating lapsed buyers before they shopped elsewhere
- Billing Reminder Flow — proactively communicating upcoming auto-ship charges, reducing disputes and building trust with existing subscribers
- Abandoned Cart & Checkout Recovery — recapturing high-intent visitors who were one step from purchasing
- Post-Purchase Flow — deepening relationships with first-time buyers, cross-selling complementary products, and setting expectations for their pet's results
- Win-Back Campaign — re-engaging lapsed subscribers with a compelling reason to return

2. Overhaul Segmentation

I built segmentation logic around three core variables: pet type (dog vs. cat), product category purchased, and engagement recency. This meant every campaign felt personal and relevant — no more spray-and-pray.

- Active buyers (purchased in last 90 days): product education and cross-sell campaigns
- Lapsed buyers (90–180 days): refill reminders and loyalty content
- Cold subscribers (180+ days): win-back sequences before being sunset
- Dog vs. cat owners: species-specific content, product recommendations, and storytelling

3. Increase Email Frequency Strategically

I redesigned the content calendar from one email per week to a varied mix of 3–4 sends weekly: educational content, promotional campaigns, engagement-focused storytelling, and seasonal moments. The key was variety and relevance — not volume for its own sake.

4. Redesign the Pop-Up Strategy

The discount-only pop-up was replaced with a multi-variant strategy:

- A pet health quiz that segmented subscribers by pet type and concern at the point of capture
- An education-first opt-in offering a free guide on supplement ingredients
- A discount offer retained as a secondary variant for price-sensitive traffic

5. Upgrade Email Design

Pet supplement buyers are emotionally motivated — they love their animals. I introduced lifestyle photography of real dogs and cats, clean product imagery, benefit-led layouts, and consistent brand colour usage, making every email feel like it came from a brand that genuinely understood pet ownership.

6. Run Structured A/B Tests

For the first time, the brand had data to make decisions from. I tested subject line formats (curiosity vs. benefit vs. social proof), CTA placement and language, content structure (long-form educational vs. short-form promotional), and offer framing (discount-led vs. benefit-led).

Results

Campaign Performance

Open rates held consistently above 60% across campaigns — the highest reaching 69.98%. The strongest single campaign generated £7,506.17 in placed orders.

Recent campaigns

Jun 5, 2024 - Jul 5, 2024

[View all campaigns](#)

Campaign	Type	Open rate	Click rate	Placed Order
Sent on July 4, 2024 at 8:00 PM	✉	29.49%	0.45%	£818.59 £0.02 / recipient
Sent on July 4, 2024 at 3:00 PM	✉	38.27%	5.41%	£909.22 £0.06 / recipient
Sent on July 2, 2024 at 8:00 PM	✉	43.32%	0.72%	£1,561.65 £0.05 / recipient
Sent on June 30, 2024 at 5:00 PM	✉	68.80%	1.05%	£4,847.73 £0.09 / recipient
Sent on June 29, 2024 at 10:00 AM	✉	69.98%	0.58%	£3,873.27 £0.07 / recipient
Sent on June 27, 2024 at 8:00 PM	✉	64.11%	0.85%	£7,506.17 £0.13 / recipient
Sent on June 26, 2024 at 7:00 PM	✉	65.05%	2.16%	£3,357.11 £0.37 / recipient
Sent on June 26, 2024 at 7:00 PM	✉	64.11%	0.87%	£2,882.61 £0.05 / recipient
Sent on June 23, 2024 at 7:00 PM	✉	72.63%	1.77%	£2,901.63 £0.05 / recipient
Sent on June 20, 2024 at 8:00 PM	✉	76.75%	42.19%	£2,853.61 £0.06 / recipient

Figure 2: Open Rates, Click Rates, and Placed Orders across campaigns (Jun 5 – Jul 5, 2024)

Flow Performance

This is where the structural work showed up. The Billing Reminder alone generated £32,286.59. The Welcome Series grew 5,020.74% because the previous baseline was near zero.

Top performing flows

Jun 5, 2024 - Jul 5, 2024

[View all flows](#)

Flow	Status	Type	Deliveries	Placed Order	Percent change
Ski: Billing Reminder Notification	Live	✉	2,795	£32,286.59 £11.55 / recipient	↑ 6.43%
Fulfilled Order	Live	✉	34,778	£8,040.86 £0.23 / recipient	↓ 20.12%
Added to Newsletter list	Live	✉ A/B	4,172	£6,511.53 £1.56 / recipient	↑ 5,020.74%
Ski: New Subscription Created	Live	✉	2,624	£3,377.25 £1.29 / recipient	↑ 14.63%
Placed Order	Live	✉ A/B	9,702	£2,618.18 £0.27 / recipient	↓ 10.53%
Placed Order	Live	✉ A/B	12,724	£1,717.81 £0.14 / recipient	↓ 33.77%
Checkout Started	Live	✉	2,310	£1,057.20 £0.46 / recipient	↓ 20.29%
Placed Order	Live	✉ A/B	8,971	£267.52 £0.03 / recipient	↑ 20.86%
Viewed Product	Live	✉ A/B	201	£262.13 £1.30 / recipient	↑ 816.86%
Ski: Subscription Cancelled	Live	✉	1,215	£185.94 £0.15 / recipient	↓ 26.71%

Figure 3: Top Performing Flows — Billing Reminder led with £32,286.59 (6.43% increase)

Pop-Up Performance

The redesigned pop-up strategy produced a mobile form submission rate of 11.0% — rated Excellent by Klaviyo — across 1,463 submitted forms.

Form name	Form type	Status	Submitted form	Performance	Form submit rate
Newsletter	Popup	Live Running an A/B test with 2 variations.	1463	Excellent	11.0%
Newsletter	Popup	Live Running an A/B test with 2 variations.	515	Excellent	9.0%

Figure 4: Pop-Up A/B test results — Mobile 11.0% | Desktop 9.0% submission rates

What This Tells Us

A few things stand out from these results worth calling out directly:

1. The Billing Reminder Flow generated £32,286 in 30 days — revenue the brand was not collecting before. It required no new traffic, no creative budget, and no ad spend. It required sending an email to people already on the list.
2. The Welcome Series grew 5,020.74% because the previous benchmark was essentially zero. Onboarding your subscriber correctly from day one is not optional in a considered-purchase category like pet supplements.
3. 31% growth in attributed revenue signals email becoming a genuine business driver — not just a support channel for paid ads.
4. A 69.98% open rate is not a fluke. It's the result of correct segmentation, subject lines written specifically for pet owners, and sending to the right people at the right time.
5. The overall 12% lift in total revenue during the same period the brand was scaling back ad spend shows that a well-built email program can carry meaningful revenue load on its own.

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