

## The 62% AOV Jump (With Zero Discounting)

*What happens when you stop lighting your profits on fire for a holiday sale and start acting like a GPS for your customer's weekend plans?*

Hey there,

If you're running a high-utility brand, you've likely been told that "lifestyle" campaigns are for the fashion crowd and "utility" buyers only care about the lowest price.

We just blew that theory out of the water with **Austral Herbs**.

Historically, the brand believed that consumer-style seasonal campaigns would underperform compared to their straightforward B2B-style messaging.

For their Australia Day campaign, we pivoted—moving away from a traditional "sale" and reframing the entire drop around peak summer gatherings and flavor inspiration.

The result? It was the best-performing main campaign of Q1, driving an AOV that was **62% higher** than the account average.

[Skip the email blueprint and view the "5 Mechanics" Playbook directly.](#)

Check out the email we sent below and the framework you can steal for your next campaign.



### Savoury & Smoky

Bring bold depth to grilled foods, sauces, and seasonings.

#### The Must-Haves:



**Paprika Flakes**  
ORGANIC



**Garlic Granules**  
ORGANIC

#### Add To:

BBQ rubs, grilled vegetables, marinades, or spice blends.

Create a Savoury Classic



### Fresh & Herbaceous

Feature light, aromatic flavours in warm-weather dishes.

#### The Must-Haves:



**Rosemary**  
ORGANIC



**Thyme Leaf**  
ORGANIC

#### Add To:

Herb oils, grilled meats and vegetables, salads, or flatbreads.

Refresh Your Creations



### Warm & Aromatic

Create balanced warmth and kick for versatile summer cooking.

#### The Must-Haves:



**Australian Coriander Seed**



**Cinnamon Chips**  
ORGANIC

#### Add To:

Dry rubs, vinaigrettes, spice mixes, or sweet-savoury dishes.

Upgrade Your Recipe

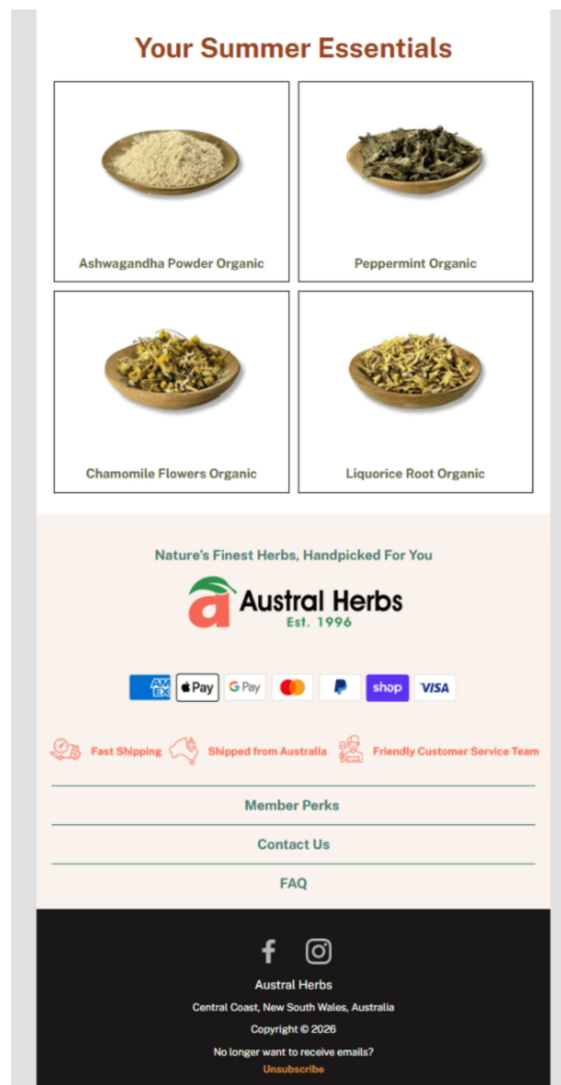


**Get Free Shipping!**

Applies to all AU orders over \$150

Fill Your Summer Stockpile





Here are the three strategic solutions we used to grow the basket size without touching the "sale" button.

### #1 Use Your Shipping Policy as a Margin Shield

Most founders think a holiday drop requires a markdown to move inventory. We used your existing logistics instead.

- **The Problem:** Discounting eats your contribution margin and trains customers to wait for the next price drop.
- **The Solution:** We leveraged the **existing free shipping threshold** as the only incentive in the campaign.
- **The Impact:** By framing the messaging around "planning and restocking" for summer parties, we gave customers a logical reason to build a larger basket naturally.

### #2 Sell the "Flavor," Not the Button

"Shop Now" is a low-value CTA because it assumes the customer already knows exactly what they need.

- **The Problem:** Generic CTAs treat high-quality products like a commodity.
- **The Solution:** We shifted to **benefit and outcome-driven CTAs** like "Explore Summer Flavour Combos."
- **The Impact:** We aligned the call-to-action with how the customer actually uses the product during the season (hosting and cooking), turning a boring list of herbs into a "Summer Essential" roadmap.

### #3 Personalized Restocking (The Relevance Loop)

Blasting the same static hero image to your entire list is a guaranteed way to drive up your unsubscribe rate.

- **The Problem:** Broad broadcasts fail to speak to the individual needs of a repeat buyer.
- **The Solution:** We incorporated **dynamic personalized product blocks** into the layout.
- **The Impact:** By showing subscribers the specific essentials they were likely to need based on past engagement and summer trends, we increased the 1-to-1 relevance of every send.

## The “5 Mechanics” Blueprint

The logic behind this 62% jump isn't luck; it's architecture.

I've put together a visual blueprint of the **5 repeatable email mechanics** we use to build these navigational maps for our 8 and 9-figure partners . These are the same "moves" used by brands like Snapbuy and Qure to stop the scroll and justify premium spend without needing a discount code.

[View the 5 Email Mechanics Blueprint](#)

## Your Next Move

The success of Austral Herbs proves that even in high-utility categories, your customers respond to **context over cost**. When you stop "renting" your success through discounts and start "owning" the customer's summer ritual, your revenue gets healthier.

**Your Q2 objective: Stop selling items and start selling the "outcome" of using your product.**

If your email strategy is still just a list of SKUs and a "20% Off" banner, you are leaving your best margins on the table.

Cheers,  
Josh

***P.S. Planning your next seasonal drop? If you want to see how this "Outcome-Driven" infrastructure would work in your account, I'm happy to help. **Would you like me to run a full Lifecycle Audit to show you how to turn your next campaign into a high-AOV machine?*****