

A CHRONOS AGENCY CASE STUDY

CISE HITS 170% EMAIL REVENUE INCREASE IN JUST 4 MONTHS

**PROTECT
BLACK
PEOPLE**



CHRONOS
AGENCY



CISE

Clothing line CISE needed a boost in their email revenue. Since partnering with Chronos Agency, they didn't just meet their email revenue goal—but went as far as exceeding it as well!

In their own words, the implemented strategies were "so good, we sold out."

What did Chronos Agency implement that helped CISE's email revenue skyrocket?

OVERVIEW

CISE launched their brand with a simple yet powerful idea: Stronger Threads for a Stronger Community—giving a voice to those ignored by instilling powerful messages through their apparel.

In order to scale their business and reach out to more of their target audience, CISE partnered up with Chronos Agency. Since then, CISE's email revenue reached 30% of their store's revenue in just 4 months!

THE PROBLEM

CISE's email revenue was plateauing at around 10% of their store's overall revenue.

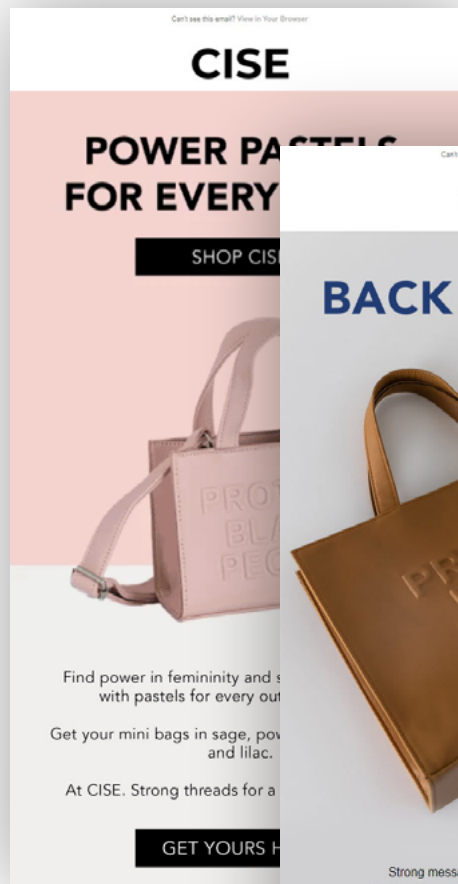
THE SOLUTION

Chronos Agency implemented several advanced email marketing strategies and best practices along with improved and engaging content to boost the store's brand image.

THE STRATEGIES

Here's a tiny peek of the strategies Chronos used to help CISE achieve their 170% email revenue boost:

- Advanced Segmentation and Retargeting
- Copywriting that adhered to the brand's voice and tone
- Strategically planned monthly content calendars and campaigns
- Consistent A/B Testing on Flows and Campaigns



THE RESULTS

800%
increase

in Campaign Email
Revenue (from
January to May 2021)

350%
increase

in Revenue Per
Recipient (from
January to May 2021)

10%
increase

in Click Through Rate
(from January to May
2021)