



TRUECOPY MARKETING

CASE STUDY DECK



LAJIT GOLD

From \$3.3K to \$7.5K in Email Revenue in 30 Days

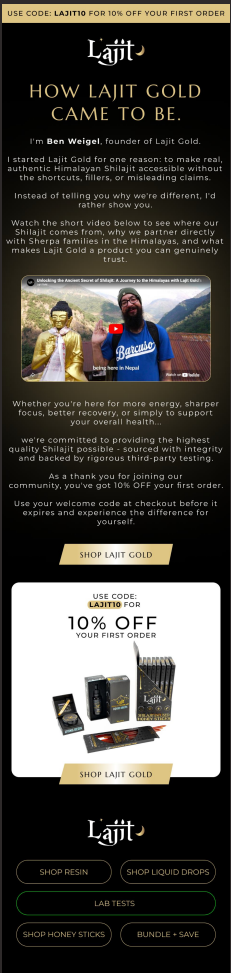
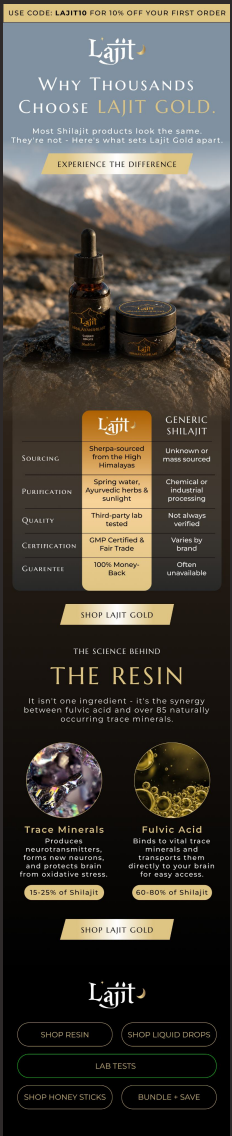
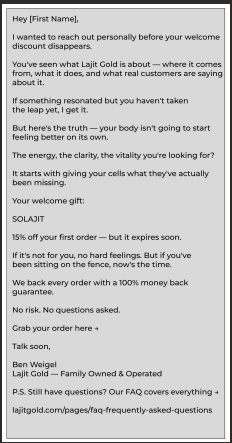
The Strategy

- High-Converting Popup: Optimized signup experience to turn more visitors into subscribers.
- 5-Stage Welcome Flow: Built a customer journey using education, product benefits, and social proof to build trust and drive purchases.
- 8 Monthly Campaigns: Sent twice-weekly campaigns combining educational content, social proof, and promotions.

The Results

- \$7,512.71 in email-attributed revenue
- +\$4,219 in additional monthly email revenue
- 38.07% of total store revenue attributed to email

By combining a stronger signup experience, automated flows, and consistent campaigns, email became a major revenue channel for Lajit Gold.



Business performance summary
Jan 1, 2026 - Jan 31, 2026

View dashboard

\$24,605.71

Total revenue

28% vs. previous period

\$3,293.28

Attributed revenue (13.38% of total)

5% vs. previous period

JAN 1st - JAN 31st 2026

Business performance summary
Feb 1, 2026 - Feb 28, 2026

View dashboard

\$19,732.77

Total revenue

12% vs. previous period

\$7,512.71

Attributed revenue (38.07% of total)

188% vs. previous period



ROYAL TALLOW

From 16.17% of email attributed revenue to 34.15%

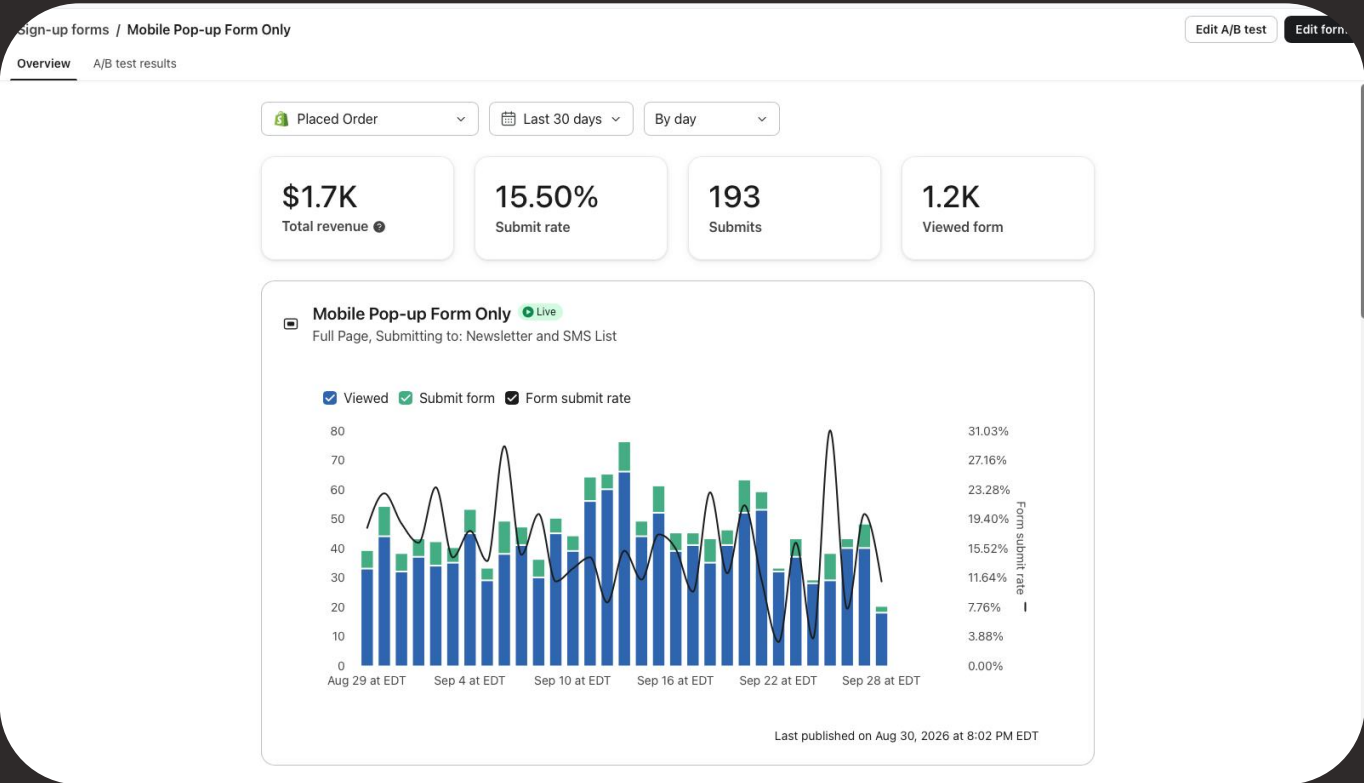
- 15.50% Converting Popup: Optimized the signup form to consistently convert visitors into subscribers.
- Personalized Email Flows: Revamped core flows and segmented subscribers by their skin concerns, delivering tailored emails based on the issue they selected in the popup.
- 3 Weekly Campaigns: Sent consistent campaigns focused on product benefits, education, and driving sales.

The Results

- \$2,498.35 in monthly email-attributed revenue
- 132% increase in email revenue from May to September
- 34.15% of total store revenue attributed to email, up from 16.17%

By combining a higher-converting popup, personalized automation, and consistent campaigns, email became a much larger revenue channel for Royal Tallow.

Pop-Up Form Results



\$1,076.53

Attributed revenue (16.17% of total)

49% vs. previous period

MAY 1st - MAY 31st 2026

SEP 29th - OCT 29th 2026

Business performance summary

Sep 29, 2026 - Oct 29, 2026

View dashboard

\$7,315.51

Total revenue

5% vs. previous period

\$2,498.35

Attributed revenue (34.15% of total)

51% vs. previous period

down to ground

Generated **\$10.8K** in Revenue From Just **3** Emails

The Results

- \$10,820 in attributed revenue
- 3 email campaigns sent
- 54 purchases attributed to the campaigns

The Takeaway

Three strategic email campaigns generated over \$10K in attributed revenue for DownToGround, demonstrating how targeted email marketing can drive meaningful sales without relying on high sending volume.

☐ Campaign	Type	Status	Last updated	Open rate	Click rate	Ordered Product
☐ Landon Value Email #3 180 Day Engaged	 Smart Send Time	 Sent	Nov 23 at 12:00 PM	35.12% 10,688 recipients	0.45% 136 recipients	A\$6,954.27 25 recipients 
☐ Landon Value Email #2 90 Day Engaged	 Smart Send Time	 Sent	Nov 21 at 11:59 AM	45.57% 12,525 recipients	1.06% 292 recipients	A\$4,657.59 16 recipients 
☐ Founder Story (Landon) 60 Day Engaged	 Smart Send Time	 Sent	Nov 19 at 11:59 AM	49.73% 15,062 recipients	0.55% 167 recipients	A\$3,728.63 13 recipients 

Open rate	Click rate	Ordered Product
35.12% 10,688 recipients	0.45% 136 recipients	A\$6,954.27 25 recipients 
45.57% 12,525 recipients	1.06% 292 recipients	A\$4,657.59 16 recipients 
49.73% 15,062 recipients	0.55% 167 recipients	A\$3,728.63 13 recipients 



**POWERFIT
FOODS**

Increased Email Automation Revenue by 2,528%

The Strategy

- 5-Stage Welcome Flow: Built a five-stage automated email sequence to introduce customers to the brand, educate them on product benefits, and build trust.
- Incentive-Driven Conversion: Delivered the signup incentive while nurturing subscribers toward their first purchase.
- Strategic Customer Journey: Combined brand education, product value, and persuasive messaging to turn new subscribers into customers.

The Results

- +2,528% in email automation sales
- Automated Revenue Growth: Turned the welcome experience into a powerful sales channel.

By combining a strategic five-stage welcome flow with incentive delivery and customer education, PowerFit Foods saw a significant increase in revenue generated by email automations.

Reach



↑ 580%

Sessions



↑ 343%

Orders



↑ 1100%

Sales



↑ 2528%

Recently updated automations

[View all](#)

Showing data from the last 30 days