

# Driving Engagement. Improving Deliverability.

A data-led email strategy that improved deliverability, increased engagement, and strengthened audience trust.



## THE OPPORTUNITY

Rapid international growth created fragmented CRM, low product awareness in UK/EU and promo-led marketing that was damaging engagement.

## WHY THIS MATTERS



### Inbox placement drives revenue

If emails don't reach the inbox, they can't generate engagement.



### Lower costs, higher efficiency

Better deliverability means more of your budget is spent reaching customers – not spam folders.



### Engagement builds long-term value

High engagement improves sender reputation and increases the lifetime value of your audience.



### A scalable growth engine

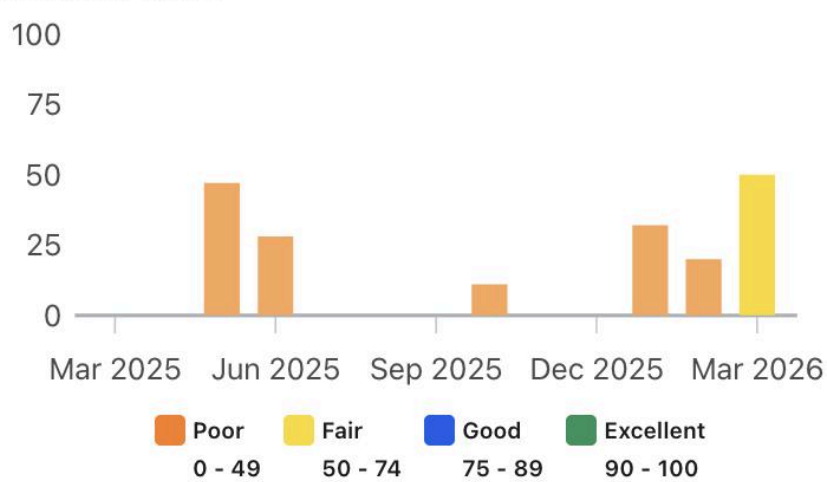
A healthy email channel supports acquisition, retention, and repeat purchases at scale.

## DELIVERABILITY SCORE

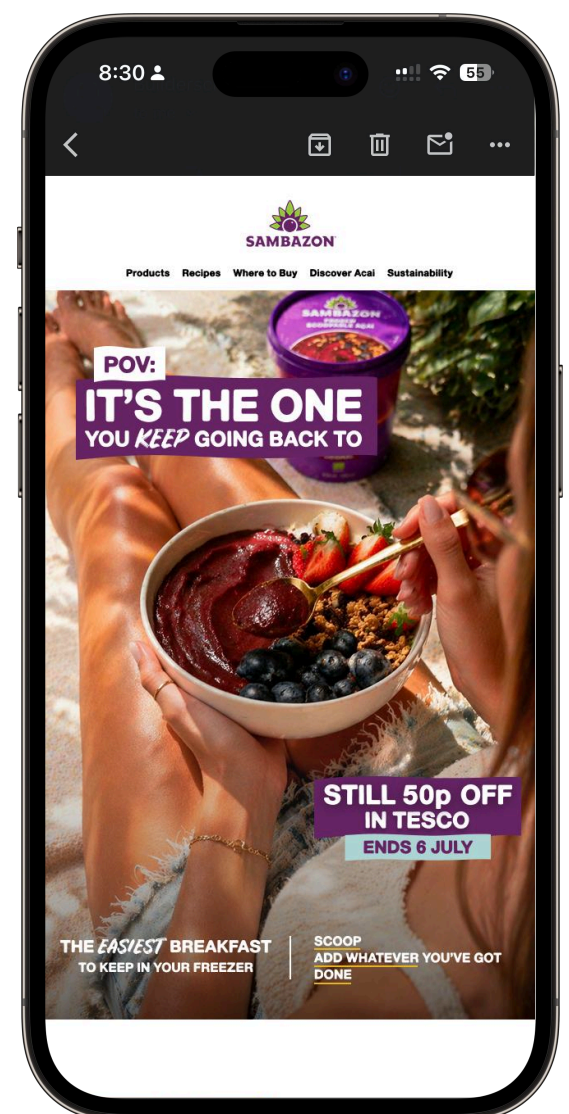
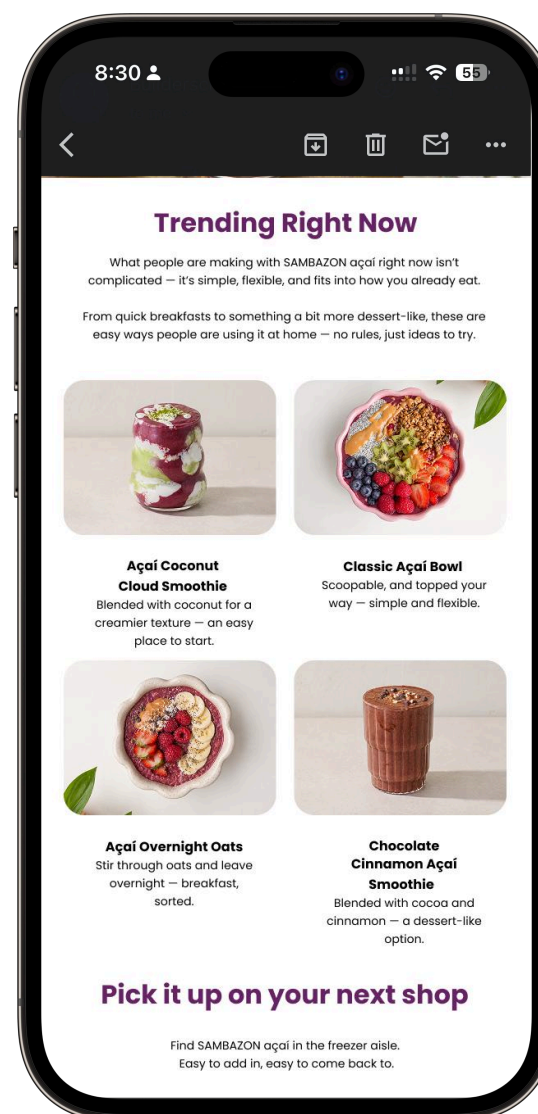
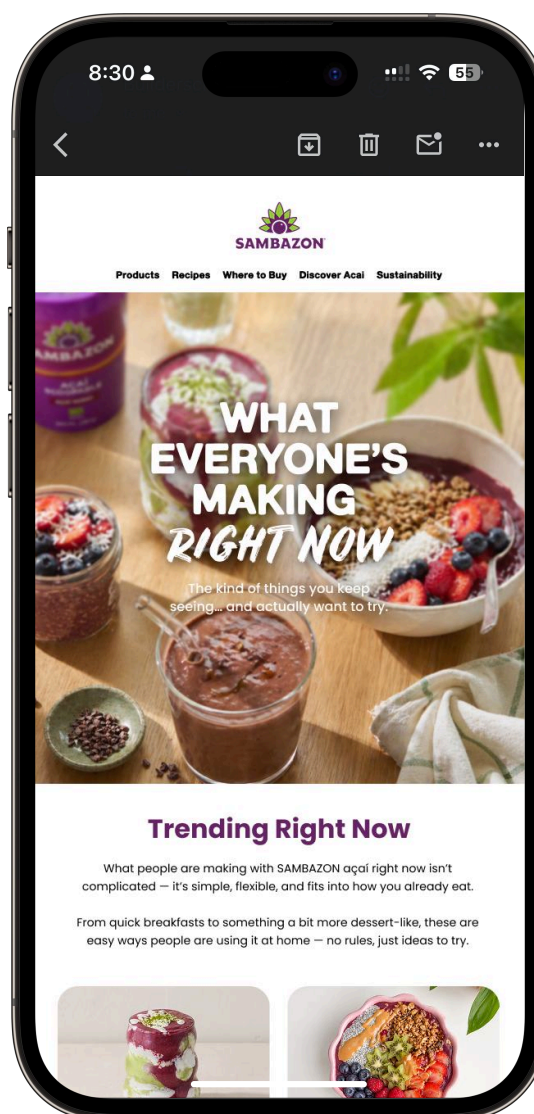


Your score is **Good**  
↑ 30 over the previous 30 days

### Historical score



## CREATIVE EXAMPLES



## PERFORMANCE HIGHLIGHTS



Open Rate

**30.3%**

+84%



Click Rate

**0.88%**

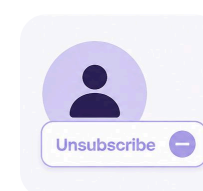
+1.38%



Bounce Rate

**0.47%**

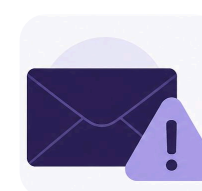
-95%



Unsubscribe Rate

**0.77%**

-31%



Spam complaint Rate

**0.04%**

-56%

★ Stronger engagement, dramatically lower bounces, and minimal spam complaints – leading to a healthier sender reputation.

## THE IMPACT

Through continuous optimisation and a focus on relevance and trust, we delivered stronger engagement and a healthier sender reputation.

Increase in open rates

**5.3x**

Healthier deliverability

Lower bounce rate and minimal spam complaints