

# Scaling Revenue. Strengthening the Customer Lifecycle.

A full-funnel marketing strategy designed to increase revenue, improve customer experience, and build a more scalable growth engine.



## THE OPPORTUNITY

As the business scaled, marketing activity was fragmented across channels.

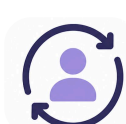
There was an opportunity to align channels, strengthen the customer journey, and move beyond campaign-led activity to a more structured lifecycle-driven approach.

## WHY THIS MATTERS



### Revenue is driven across the full journey

Growth doesn't come from one channel – it comes from how they work together.



### Retention is a key growth lever

Improving repeat purchase and engagement reduces reliance on constant acquisition.



### Lifecycle drives efficiency

A strong lifecycle strategy increases revenue without increasing spend.



### Customer understanding unlocks performance

More relevant messaging leads to stronger engagement and conversion.

## THE APPROACH

We shifted from channel-led activity to a more integrated, customer-led strategy:

- Mapped the full customer lifecycle to identify key drop-off points
- Rebuilt email, segmentation and automated flows
- Introduced structured campaign planning across launches and seasonal moments
- Developed customer insights and personas
- Improved on-site experience, content and SEO
- Aligned paid media with audience intent and products

The focus was on building a connected system, not isolated improvements.

## KEY RESULTS

Revenue

**+17%**

Orders

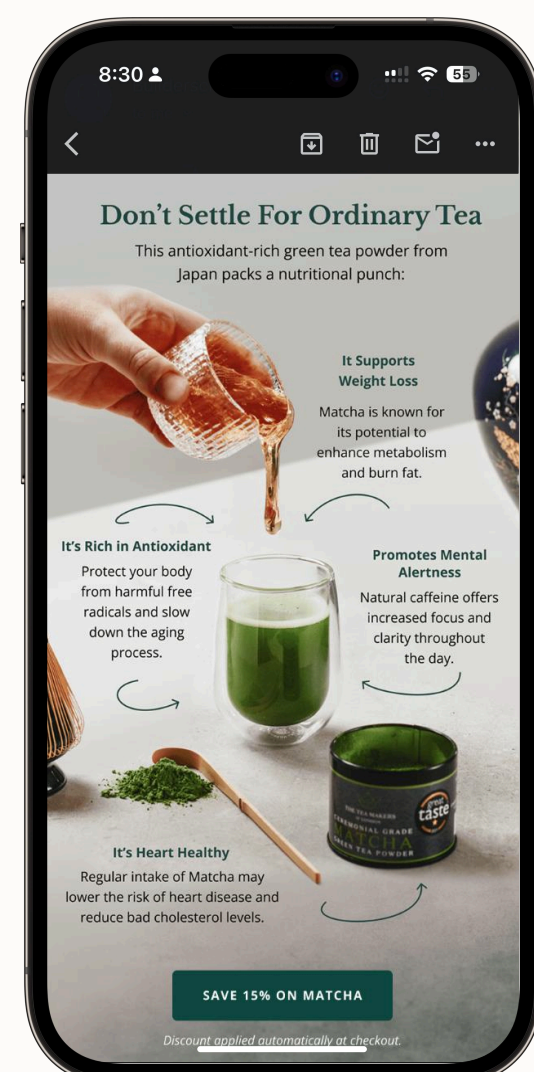
**+15%**

Core Product Sales

**+53%**

Ceremonial Grade Matcha

## CREATIVE EXAMPLES



## PERFORMANCE HIGHLIGHTS

### EMAIL & LIFECYCLE

**+52%**

YoY email-attributed revenue (Apr 2025 vs Apr 2024)

**£65K+**

Email revenue in April 2025

**+30%**

Increase in flow revenue (Apr vs Mar 2025)

**+26%**

Increase in email CTR (Feb–Apr 2025)

**41.34%**

Open rate in April (+9.4% MoM)

**2.57%**

Click rate in April (+34% MoM)

### PAID MEDIA PERFORMANCE

**+17%**

Revenue growth (Feb vs Jan 2025) at steady spend

#### GOOGLE ADS

Strong ROAS on branded and product campaigns (e.g. FMB Manual CPC – ROAS 9.7)

**+198%**

Increase in conversion value (Apr vs Mar 2025)

#### META ADS

Lower CPC (\$0.86) and 20% improvement in cost per purchase MoM

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

## THE IMPACT

A connected, customer-led marketing strategy delivered sustainable revenue growth, stronger engagement, and a scaleable foundation for long-term success.

Revenue

**+17%**

Orders

**+15%**

Core Product Sales

**+53%**