



TVAPE

How TVAPE took their email program to the next level

With a decade of vaporizer sales experience, the experts at TVAPE are the premier vaporizer opinion leaders. TVAPE is one of the world's largest vaporizer retailers and distributors, linking brands to businesses and consumers worldwide. Their focus on exceptional customer service, quality products and cutting-edge digital marketing positions them as industry trendsetters. As educators and influencers, TVAPE is home to the world's largest library of vaporizer content.

Challenge

What company isn't looking to increase their sales and ROI?

TVAPE was looking for a smart and robust omnichannel marketing automation platform to take its email program to the next level. Now fully established in the vape market, the brand was looking to harness and utilize all of the email addresses they were capturing to their full potential. The right tool would transform that captured data into highly relevant and actionable marketing messages; dotdigital was the perfect fit.

Solution

Dotdigital has helped TVAPE reach its customers in dynamic and engaging ways through the use of marketing automation. Within the platform's automation studio, program builder, the team has been able to map out the customer journey in a way that serves customers with the right message at the right time.

The triggered automations are based on customer actions – which include signing up, making a purchase, etc. – and take recipients on a milestone-based journey to generate reviews, buy parts and cleaning supplies, plus upgrade to new devices. The idea is to graduate customers through cross-upselling and turn them into brand advocates. This will help build loyalty in the long run. Other automations TVAPE has implemented, triggered off the back of a customer action, including birthday emails.

Targeting both prospective, new, and existing customers through automations means that TVAPE is able to communicate its promotions and sales in a creative and unique way. Every message is rich in context and well received by recipients who find the content super-relevant, ultimately driving more engagement and customer action.

What's more, TVAPE is developing surveys to understand its audiences better. That way the team can provide even more value to them through the right content and promotions – not just to customers, but to tech, wellness, cbd and cannabis communities as well. Garnering customer feedback on products and services helps improve TVAPE's offering across the board. It's a win-win strategy.

Results

Thanks to dotdigital, TVAPE's email revenue shot up by 38% in the first year of using the platform. dotdigital's native targeting capabilities, which include email personalization and segmentation, have helped the brand drive higher message relevancy; meaning customers are much more likely to engage with emails that land in the inbox.

TVAPE
FOR TRUE CONNOISSEURS

Introducing the Utillian 722

Boost Your Session

For the high-flying **CONNOISSEUR**

KEY FEATURES

- Convection Heating
- 4 Temperature Settings
- 1-Minute Heat up
- 60-Minute Battery Life

A sleek new body, boost mode, and wax compatibility are just some of the ways the Utillian 722 will have you take flight.

LEARN MORE

TVAPE
FOR TRUE CONNOISSEURS

HAVE YOU THOUGHT ABOUT **UPGRADING YOUR ARSENAL?**

Do you remember the first time you tried your unit?

Since then we've broadened your options by offering new portable vaporizers! Like the **Zeus Arc** (and **Zeus GT** with GoldSink Technology), or the **Mighty**.

ZEUS ARC

KEY FEATURES

- GoldSink Technology™
- Gold Vapor Path
- Motion Sensor
- Powerful 3500mAh
- Haptic Feedback
- Built in Tool

In the Box

ARC Stainless Steel

ARC GT Gold

Get your ZEUS ARC **Get your ZEUS ARC GT**

Mighty

KEY FEATURES

- 20% more battery than previous model
- Temperature range: 104° - 410° / 40° - 210°C
- Hot air convection heating
- Pairs with a water pipe adaptor

In the Box

CHECK IT OUT

TVAPE
FOR TRUE CONNOISSEURS

FOLLOW US ON

TVAPE sales@vape.com
1243 Islington Ave, #800, Toronto, ON M6X1Y9

You are receiving this email because you opted to join TVape's mailing list. Please add us to your email contacts to keep receiving new updates from us.

[View email in browser](#) | [Unsubscribe here](#) | [Forward this email](#)

Copyright © 2020 TVape. All rights reserved.