

CASE STUDY

Lifting revenue, slashing discounts, and building loyalty via retention



INDUSTRY: CPG, COSMETICS

CHALLENGE

In recent years, RoC Skincare has attracted new and repeat customers with the use of regular promotions and sales.

However, with regular 20–30%-off discounts, the brand's revenue was suffering. RoC needed to **reduce its reliance on constant discounting** — without losing the customer base it had built.

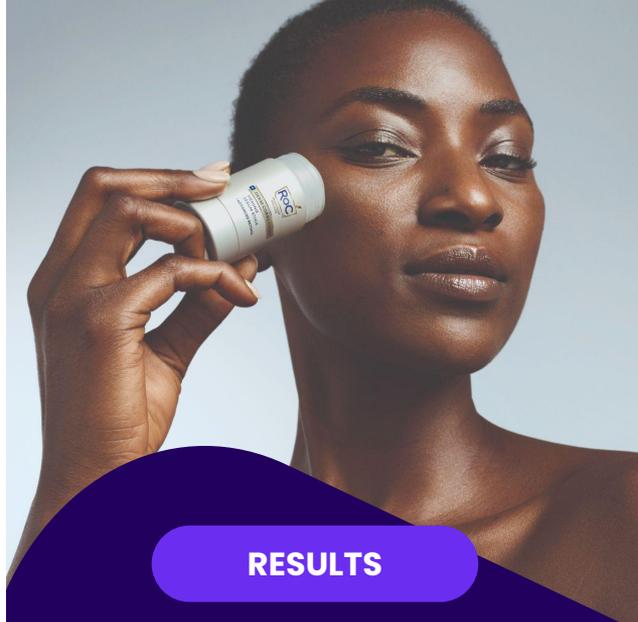
RoC sought a strategy that would retain customers despite the higher price point. It called on its partner Tinuiti for help in retaining and engaging its loyal customers.

SOLUTION SUMMARY

Tinuiti aimed to shift the brand's hallmark from discounts to loyalty. Tinuiti's Lifecycle Marketing team devised and delivered **more personalized customer experiences** to deepen brand loyalty and engagement. The team:

- **Launched an SMS automation program** to keep in touch with customers and engage across channels.
- **Concepted and introduced the RoCRewards loyalty program** to drive repeat purchases without deep discounts.
- **Optimized and increased the frequency of automated emails** for more relevant, engaging messaging.
- **Promoted the brand's AI Skin Insight tool**, which provides a personalized skincare routine with custom RoC products.

Within three months, RoC's attributed revenue grew by 31%. These activities also increased repeat purchases by 12% and AOV by 6.5%, signaling long-term wins in brand loyalty.



RESULTS

YOY INCREASES Q1 '24 VS. '25

+12%

repeat customers

+31%

automations' revenue share

+6.5%

average order value (AOV)

CASE STUDY

Brand personalizes the customer journey through scent family survey

INDUSTRY: CONSUMER HEALTH

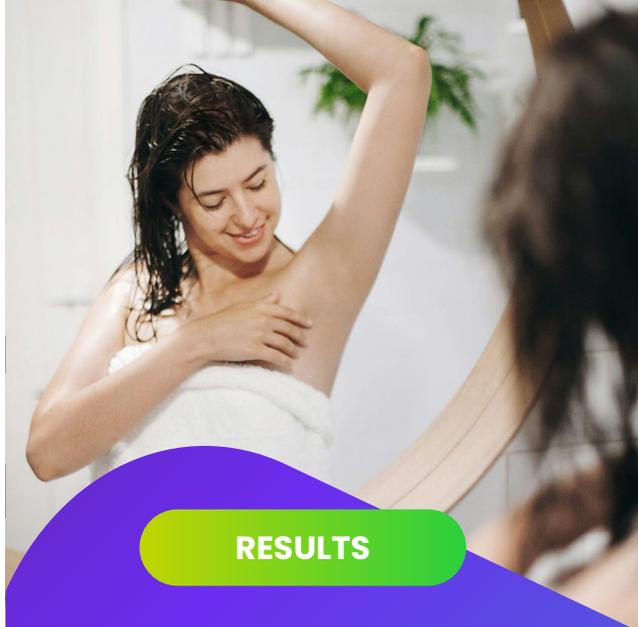
Surveys and quizzes collect valuable first-party data to recommend products and drive additional revenue

CHALLENGE

Finding a scent you like via an online purchase can be hard. A deodorant brand launched a scent finder survey to help new email subscribers be paired with a scent group to help drive purchases. In addition, the brand was looking to further personalize additional touches in the customer journey, increase cross-sell opportunities, and drive additional revenue and brand loyalty with the newly captured data and preferences.

SOLUTION SUMMARY

- Tinuiti launched a “discover your scent” survey to existing and future customers that recommends scent families and related products
- Set up automations for new subscribers to collect and deliver “recommended scent” based on survey results
- Added incentives to fill out survey to increase data collection and drive additional revenue



RESULTS

+12.8% conversion rate*

+27% revenue per delivered*

50% monthly clicks from automation attributed to survey in first two months of launch

*COMPARED TO CALENDAR SENDS

Tinuiti helps Evenflo successfully migrate in record time

INDUSTRY: RETAIL, D2C

Complete ESP migration in less than 30 days – 1/3rd the standard timeline

CHALLENGE

For years, infant care brand Evenflo wanted to switch to an email service provider (ESP) that was more user friendly and better integrated between SMS, email, and Shopify. But migrating ESPs can be messy, confusing, and time consuming.

Tinuiti, which works with dozens of ESPs, presented an objective list of viable options for Evenflo's needs. Ultimately, Evenflo decided to move to ESPs. Tinuiti then began migration efforts.

SOLUTION SUMMARY

Within 30 business days (shorter than the 90-day standard), Tinuiti was able to fully migrate Evenflo's email program, which included:

- 29 segments
- 3 main lists
- 6 signup forms
- 15 automations
- 45 campaigns

This migration, completed in 1/3rd the standard migration timeline, allowed for more customization and continuity across sends for Evenflo. With such speed in migration, Evenflo maintained their sending cadence as their previous ESP expired, ensuring no loss of revenue.



RESULTS

4

external integrations

500k

contacts migrated

30

total days to migrate ESPs

CASE STUDY

Fueling demand and increasing revenue through outside-the-box personalization

INDUSTRY: CPG, RETAIL, SUPPLEMENTS

Abandoned cart & abandoned browse campaign personalization leads to strong Email performance

CHALLENGE

After partnering with Tinuiti in 2017 to develop a best-in-class email program and combat declining email demand, The Vitamin Shoppe was ready for their next level of development—finding ways to strategically personalize their email campaigns.

SOLUTION SUMMARY

We integrated the browse abandon and abandoned cart product data into the daily promotional emails.

Contacts who received the dynamic cart module had significantly higher clicks, conversions, orders and revenue compared to the control group.



RESULTS

5.8%

increase
click-to-delivery

12.6%

increase total
revenue-per-delivery

8%

increase
average order
value (AOV)

4.9%

increase
conversion-to-delivery

