

CASE STUDY

From five silent months to a \$1M email channel



"KitchenCo": a foodservice equipment retailer. Client anonymized; figures rounded.

4.8x Email/SMS revenue lift, identical 19-month windows	\$1M+ Attributed revenue under the program	40-50% Open rates held, even on the biggest sends	19 for 19 Months without a missed send
-------------------------------------------------------------------	------------------------------------------------------	-------------------------------------------------------------	--------------------------------------------------

KitchenCo is a foodservice equipment retailer. Big catalog, big order values, a real email list. And for five straight months, they sent nothing.

That wasn't unusual for them. Before I came on, campaigns went out in only 12 of 19 months. Two sends one month, zero the next, a burst around Black Friday, then silence again. The list sat there. The automations dripped along at roughly \$10K a month.

Email wasn't broken. It was abandoned.

WHAT WE BUILT

The fix wasn't clever. It was consistent.

A real campaign program: roughly 15 campaigns a month, every month, for 19 months straight. Deals, category features, buyer-specific offers. Not one month missed.

An SMS channel from zero. It became the single highest-revenue automation in the account.

Abandoned cart flows rebuilt by category, because someone abandoning a \$3,000 ice machine needs a different message than someone leaving a \$200 pan.

Segmentation that protected deliverability while send volume multiplied. Open rates held at 40 to 50% even on the biggest sends.

WHAT HAPPENED

Compare identical 19-month windows, before and after:

Email and SMS attributed revenue: from roughly \$220K to over \$1M. A 4.8x lift.

Automations went from about \$10K a month to about \$45K a month, sustained for a year.

Campaign revenue alone grew 6x.

Same store. Same list, at the start. The difference was a system that showed up every month.

THE PROOF NOBODY PLANS FOR

Here's the part that makes this case study different: we also got to watch what happens when the system stops.

Sending later paused for a quarter. The major automations stayed switched on. Automation revenue fell by roughly half, straight through the holiday season.

That's the mechanism most brands never see: campaigns aren't just their own revenue line. They're the traffic that feeds the automations. A deals email gets a buyer back on the site, they browse, they leave, the cart flow closes the sale, and the automation gets the credit. Kill the campaigns and you starve the flows.

Consistency isn't a virtue. It's the revenue mechanic.

WHAT THIS MEANS FOR YOUR STORE

If your last campaign went out sometime last quarter, your automations are running on fumes right now, whatever your dashboard says.

Want to know what your gap looks like? I'll pull the numbers and show you, on your own data. Book a free email and SMS audit at hillelberg.com.

Client anonymized. Figures rounded for publication; sourced from the account's Klaviyo campaign and flow reports (Placed Order attribution) over identical 19-month comparison windows. Exact figures available in a live audit conversation.