



CLIENT CASE STUDY | FURNITURE RETAIL | E-COMMERCE

# From Spam Folder to **\$1.58M**

Industry: Furniture Retail | Platform: Klaviyo | Engagement: 2 years (2022–2024)

**\$1.58M**

Email revenue built over 2 years

**\$453K**

Earned *after* I handed it off

**13M**

Emails delivered

**70%**

Of revenue from automated flows

## The Problem

Price Busters came to me in 2022 with a channel that was completely broken. The emails they did send were landing in spam. The list existed, the brand was strong, customers loved them in store. But email produced no revenue, no engagement, nothing.

They were sending through a basic Mailchimp setup tied to a Gmail address. No welcome flow, no abandoned cart, no segmentation, no system to turn a buyer into a repeat buyer. The list was real and the demand was real. The channel just had to be rebuilt from the ground up.

## What I Built

I started with the foundation: migrated them off Mailchimp onto Klaviyo, fixed list hygiene, sending reputation, and deliverability so emails actually reached inboxes. Then I built the full program on top of it. The core automated flows (welcome, abandoned checkout, browse abandonment, post-purchase), a weekly campaign calendar I planned and executed, segmentation, and a lead-capture popup to grow the list. Once it was running, my monthly work shrank to the weekly calls and the calendar. The machine ran itself.

## The Results

Over two years, email went from a dead channel to one of the strongest revenue sources in the business.

Metric	Result
Total attributed email revenue	<b>\$1,580,454</b>

Revenue from automated flows	\$1,103,073 (70%)
Revenue from campaigns	\$477,381 (30%)
Average email revenue per month	~\$65,852
Emails delivered	12,994,713
Average open rate	46%
Spam complaint rate	0.016% (excellent)
Unsubscribe rate	0.079% (very low)
Revenue generated <i>after</i> handoff	\$453,137 (and counting)

## In Their Own Words

*“When Hillel stepped in, our email account was facing real challenges — deliverability issues, inconsistent performance, and a lack of clear structure. He quickly diagnosed the problems, cleaned things up, and put solid foundations in place. Beyond fixing the issues, Hillel helped us truly scale. He built smarter flows, improved segmentation, and helped us think more clearly about how email fits into the broader customer journey. What stood out most was his reliability and ownership — he treated our account like it was his own and was always proactive in suggesting improvements. If you’re looking for someone who understands both the technical and strategic sides of email marketing and genuinely cares about results, I would absolutely recommend Hillel.”*

— Eliyahu Schuman, Head of Global Marketing & Sales, Extal Ltd. (Price Busters)

## The Takeaway

Email was stuck in spam. I rebuilt it from zero into a channel that generated \$1.58M over two years, with 70% of that running automatically in the background while the business focused on everything else. **And here is the part most marketers can’t show you: it has generated another \$453K since I handed it off.** That is the whole idea. Build it right once, and it keeps paying for years.

**Running an ecommerce store and want results like this?**

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All figures are Klaviyo-attributed revenue, pulled from the account’s full reporting (May 2022 – April 2024, plus post-handoff flow revenue through 2026). Industry benchmarks per Klaviyo 2024 reports.