

Engagement Impact Report

Whisper Organics | Email, SMS & Retention Program | November 2025 to June 2026



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THE INVESTMENT AND THE RETURN

Total paid for the engagement, November 2025 through June 2026: **52,019 NIS** (approx. \$17,000 USD at current exchange rates), billed hourly. Over the same period, the flows built and campaigns written under this engagement generated **\$152,800 in Klaviyo-attributed revenue**: \$85,000 from newly built flows and \$66,100 from campaigns (60+ sends). Every dollar invested returned roughly **\$9 in attributed revenue**. Total Klaviyo channel revenue grew from \$28.5K to \$209.8K year over year for the same eight months, a **7.4x increase**, with SMS contributing \$75.6K on a zero base.

Attribution note: Klaviyo attribution includes assisted orders and is presented as such. As a conservative floor, GA4 session-based last-click attribution, a model that structurally undercounts email, still credits \$34,562 to Klaviyo traffic. By either model the program covers its own cost multiple times over, and the figures below exclude unmeasured contributions such as landing pages, theme development, and site content.

THE STORE ITSELF: DOUBLED, ON LESS TRAFFIC

During this engagement window, November 2025 through June 2026, whisper-organics.com did **\$1.34M in total sales, up 105%** from \$652K in the same eight months a year earlier.

Here is the number that makes that growth remarkable: **traffic didn't grow at all**. The cleanest apples-to-apples check is the first half of 2026 against the first half of 2025, identical January-through-early-July ranges, all from Shopify: revenue \$1.06M against \$525K (**up 101%**), on sessions of 166,193 against 172,012 (**down 2.8%**). Same visitors, double the revenue. **Revenue per session more than doubled**, driven by a conversion rate up 34% year over year (2.00% to 2.69%) with the balance from higher order values after the Whisper Mattress entered the catalog.

The store did not grow by getting more visitors. It grew by converting, monetizing, and retaining each visitor better, which is exactly the layer this engagement was built to strengthen.

The website is also the channel the business owns: the SMS list, email list, purchase history, and content assets belong to Whisper and compound. A store that doubles on declining traffic is not a side channel. It is a proven growth engine waiting for traffic investment.

Sources: engagement-window sales (Nov 1 to Jun 30, both years) and first-half comparison (Jan 1 to early July, both years) from Shopify analytics. Revenue, sessions, and conversion rate in the first-half comparison come from a single reporting system over a single identical range, so the arithmetic closes.

THE ACQUISITION ENGINE: FROM CLICK TO SUBSCRIBER TO BUYER

The signup funnel was rebuilt end to end: a **10% offer in the PPC ad stepping up to 15% on the popup**, giving cold visitors a reason to opt in before deciding to buy. Live form conversion went from under 1% to between 4.6% and 9.8%. Email signups were intentionally deprioritized in favor of the higher-converting SMS channel.

The downstream effect, January through June, year over year:

Form completions more than doubled: **1,543 to 3,679 (+138%)**, outpacing the store's own sales growth

2,877 unique people joined the list in the first half of 2026. 952 of them, **one in three, have already placed an order**

Those signups feed the two welcome series, which produced **\$98.5K in the half** (83% of all flow revenue), versus \$11.1K from the single welcome flow a year earlier

Acquisition didn't just get bigger. It got smarter: every dollar of existing ad spend now captures a subscriber the store owns and can sell to again, instead of a visitor who leaves and has to be bought back.

THE REVENUE ENGINE, BUILT FROM SCRATCH

Asset	Result
SMS channel + Welcome Series (Dec 2025)	0 to ~5,000 subscribers in 8 months. \$29.23 revenue per recipient, the highest performing flow in the account, nearly 2x the legacy email welcome series (\$15.72).
Abandoned checkout + cart flows (Nov to Dec 2025)	\$13,300 recovered revenue at \$4.38 to \$5.67 per recipient, with the strongest AOV in the account (\$214).
Campaign program (60+ sends)	\$66,100 attributed. Standout: the Mattress Launch VIP email produced \$6,044 at \$11.13 per recipient, the best single campaign in account history.
Post-purchase CX flows (Feb 2026)	Expectation-setting emails for mattress pad buyers. Return rate on the mattress pad line fell from ~5.7% to ~4.3% of net sales after launch (holiday month excluded), roughly \$1,000 per month in protected revenue. The broader protector category shows the same decline.
Segmentation architecture	Engaged 60/30, Best Customers, Lapsing Buyers, Dormant Purchasers, and exclusion logic that protects deliverability while the list monetizes.

BEYOND THE INBOX

A landing page and guide system: the thread counts and weaves guide (linked throughout the welcome and post-purchase flows), the GSM explainer, the mattress care guide, the mattress sales page, and dedicated sale pages for New Year, Spring, and Memorial Day. GA4 (Jun 14 to Jul 3): **the protector guide alone drew 2x the views of the entire blog archive combined**, at nearly 3x the site's average engagement time.

The Whisper Mattress launch: full email sequence, VIP early access strategy, and supporting pages.

Theme and storefront work: announcement bar with discount confirmation, redirects, and page builds.

BUILT AND AWAITING IMPLEMENTATION

The cross-sell and retention system is mid-build. **Ten flow emails are written or in design** and scheduled for rollout: abandoned cart and browse flows for the 240 GSM Comforter and Woven Blanket, post-purchase flows for the Comforter, Woven Blanket, Pique Knit Cover, and the Whisper Mattress, an abandoned browse catchall, and a full Welcome Series rewrite. These are paid-for assets that only produce revenue once implemented and managed.

THE NEXT CONSTRAINT: THE SECOND PURCHASE

Whisper's core growth constraint is second-purchase conversion: **returning customer rate sits at 8 to 10%** against roughly 1,100 new customers per month. Put numbers on what that's worth: every additional point of returning-customer rate is roughly 11 more repeat orders per month. At current order values, moving from 9% to 12% is worth on the order of **\$4,000 to \$5,000 per month in recurring revenue**, compounding as the customer base grows.

The diagnosis is complete and the fix is designed: a catalog-wide cross-sell matrix, the flow pipeline above, and a rebuilt post-purchase system starting with the protector-to-sheets flow targeting the store's largest buyer segment. The plan is paid for. The return arrives when it ships.

THE NEXT PHASE: RETENTION-FOCUSED KLAVIYO RETAINER

The build phase created the assets: the SMS channel, the flows, the segmentation, the content system, the cross-sell roadmap. **The retainer phase is where they compound.**

The recommendation is a focused monthly retainer at **\$2,500 per month**: full ownership of the Klaviyo program with a retention mandate. Scope: implementing and managing the flow pipeline above, campaigns, segmentation, list health, popup optimization, and monthly reporting, with **revenue per recipient and returning customer rate as the accountability metrics.**

Comparable agency retainers run \$2,000 to \$5,000 per month. What no agency brings on day one: the brand voice, the customer data, the cross-sell matrix, and the retention roadmap already in motion.

Sources: Klaviyo flow and campaign reports (Placed Order attribution), Shopify analytics (sales, sessions, conversion rate, returns, returning customer rate), GA4 (traffic attribution and page engagement), Nov 1 2025 to Jul 4 2026. Acquisition engine figures cover January 1 to June 30, identical ranges both years.