



CLIENT CASE STUDY | FURNITURE RETAIL | E-COMMERCE

# From Spam Folder to \$671K in Email Revenue

Industry: Furniture Retail | Platform: Klaviyo | Timeline: 12 months

**\$671K**

Attributed email revenue

**+310%**

Revenue growth YoY

**50%**

Average open rate

**7.5M**

Emails delivered

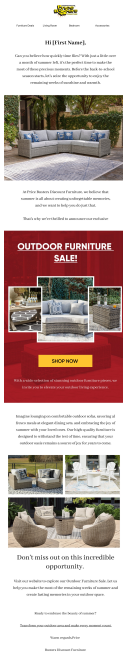
## The Problem

Price Busters Discount Furniture came to Hillel Berg Email Marketing in June 2022 with a critical issue: their emails were landing directly in spam folders. Their list existed, their brand was strong, and customers loved them in store — but the email channel was completely broken. No revenue, no engagement, no visibility.

Beyond deliverability, there was no real email strategy in place. No flows, no segmentation, no system to turn buyers into repeat customers. The channel had potential — it just needed to be rebuilt from the ground up.

## What We Built

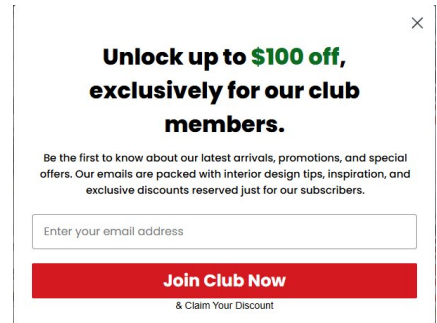
We started by fixing the foundation — list hygiene, technical setup, sending reputation — then built a full email program on top of it: campaigns, flows, segmentation, and a lead capture system.



Campaign: Outdoor Sale



Campaign: Package Deals



Lead capture popup

## The Results

Over 12 months, email became one of Price Busters' strongest revenue channels. Here's what the numbers looked like:

Metric	Result	vs. Previous Year
Total attributed revenue	<b>\$671,447</b>	<b>+310.9%</b>
Flow revenue	<b>\$495,000</b>	<b>+312.3%</b>
Campaign revenue	<b>\$159,000</b>	<b>+266.6%</b>
Total emails delivered	<b>7,534,045</b>	<b>+790%</b>
Average open rate	<b>50%</b>	<b>+64.2%</b>
Flow open rate	<b>37.8%</b>	<b>Strong</b>
Click rate	<b>0.772%</b>	<b>+20.3%</b>
Spam complaint rate	<b>0.0147%</b>	<b>Excellent</b>
Unsubscribe rate	<b>0.101%</b>	<b>Very Low</b>

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## 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)

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## The Takeaway

Email was broken. We fixed it, built a real system around it, and turned it into a channel generating over \$671K in a single year -- a 310% increase. Flows drove 75% of that revenue, running automatically in the background while the business focused on everything else.

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

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Data from Klaviyo 12-month review. Industry benchmarks per Klaviyo 2024 reports.