



# YouTube to Global Skincare Brand

## The situation

While started as a personal brand driven by influence on YouTube, Gin Amber beauty needed to pivot to a global brand with effective funnels, communication & automation to continue their growth. Just a few basic flows & campaigns were not enough to reach consistent sales targets, thus, the email marketing strategy had to be re-developed with focus on campaigns, segmentation & deliverability.

## About the agency/customer relationship

The client correctly identified the opportunity of sending more campaigns in order to reach their sales KPIs. However, after closer inspections, a significant gap in email collection & automation was discovered which was the beginning of a successful relationship & superior marketing results.

**"Within the first 48 hours, strategy began to yield significantly higher returns while maintainin deliverability & customer satisfaction" - Arturs, CEO @ Vex Media Group**

## The solution

By understanding the customer journey & interaction with the brand, 9 new flows were implemented to target each step of the funnel to deliver the right message at the right time. Furthermore, the main emphasis was put on personalization & the value driven educational content rather than the pure sales-oriented messages. By complimenting flows with custom campaigns derived from the past social media content, we were able to send out more emails while maintaining exceptional deliverability metrics.

## Key statistics

**27%**

Boost from 9 New Flows Created

**50K**

Increase in Monthly Email Sales

**24%**

Boost from 15 Campaigns Monthly



## Client

Gin Amber Beauty

## Industry

Health & Beauty

## Headquarters

Miami, US

## Company size

8

## Year founded

2017

## Ecommerce platform

Shopify

## About the brand

Gin Amber Beauty believes that every woman deserves to see results: beauty, confidence, quality & incredible skin.

## Website

[www.ginamber.com](http://www.ginamber.com)

To learn more about Klaviyo or Vex Media Group, please visit: [www.vexmediagroup.com](http://www.vexmediagroup.com)

