ChurnProof Co.

CASE STUDY

GCC · HOME RETAIL

How email became a $1M revenue channel for a GCC home retailer.

A long-standing GCC home retailer had a website and an email list, but almost all its sales came from its stores. We turned email into its strongest online channel.

$1M	11×	2% → 7%	-14%
Email revenue new channel	Return on retention channels	Online share of sales	Checkout drop-off

The challenge

- Only 2% of sales came from online. 98% came from stores.
- Emails had low open and click rates.
- Revenue was tracked in several currencies, so the return on campaigns wasn't clear.
- Online and in-store offers clashed and confused customers.
- Most customers signed up on mobile, but campaigns were designed for desktop.

What we did

- **Built email for revenue.** Segmented emails for buying, engagement, upsell and cross-sell, with clear offers at the top and local-language content.
- **Automated every stage.** Abandoned cart, wishlist reminders and cross-category flows. After a purchase, customers got matching suggestions (bought a sofa, see the décor that goes with it).
- **Made the website mobile-first.** Personalised homepage and cart banners, simpler menus, product finders.
- **Listened to customers.** Short website surveys brought in 2,000+ answers a week on checkout, payment and finding products. We used them to add trust signals at checkout.
- **Joined up online and in-store.** Matched offers across both, sent in-store codes by email, and passed customers viewing high-value products to live WhatsApp sales support.

Results

Email revenue	$1M	Return on retention channels	11×
Online share of sales	2% → 7%	Checkout drop-off	-14%
Mobile bounce rate	-23%	Time on site	+18%
Customer survey answers	2,000+ a week		

Email went from a side activity to the strongest online channel.

Want results like these for your brand?
Free 30-minute call. No obligation.

Book a 30-minute call →