ChurnProof Co.

CASE STUDY

KUWAIT · D2C KIDS' CHOCOLATE & SNACKS BRAND

From launch spikes to steady daily sales.

The brand only sold when it launched something. A drop would land, sales would jump, then the app went quiet until the next drop. We built a system that keeps selling in between.

+86%	13.6×	1.4× → 6.0×	-66%
App orders month on month	Return on retention spend CRM revenue vs cost	Paid ads return before → after	Ad spend month on month

The challenge

- The brand grew on launches. Between drops, sales fell to almost nothing.
- Paid ads carried the whole business, and they had dropped below break-even (2.5× return).
- Around 55,000 app users. Only about 1,746 had bought in the last 30 days.
- One channel, no automated flows, no segmentation.

What we did

ACQUISITION

- **Fixed the brief first.** This was a demand problem. Growth was being bought, so it stopped when spend stopped.
- **Built a local trend-product pipeline.** Local production cut the time to launch a new product from months to 1–2 weeks.
- **Ran small, hyped launches.** Viral small products created organic demand.
- **Set a 2.5× floor.** Every ad below it was switched off. Spend came down about 78% from its peak while revenue held.

RETENTION

- **Caught the drop-offs.** Always-on cart, product-view, category-view and search reminders, running 24/7.
- **Built a lifecycle ladder.** Five stages from never purchased to dormant, each with its own message, channel and goal.
- **Matched the channel to the moment.** Push for reach, in-app for intent, WhatsApp for high-value moments.
- **Proved every order.** Each flow runs against a group that gets no message, so we know the orders are extra.

Results

App orders	+86%	App revenue	+68%
Paid ads return	1.4× → 6.0×	Ad spend	-66%
Return on retention spend	13.6×	Orders involving a CRM message	about 1 in 4
Product-view reminder, extra orders vs no message	+128%	Push click rate	0.42% → 1.57%

App revenue up 68% on 66% less ad spend.

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Acquisition figures are month on month, from the client's mobile attribution platform. Retention figures are click-attributed or tested against a group that received no message, on the client's CRM tool. Return on retention spend and paid ads return use different costs and are not added together.