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HOW ENDOCA PARTNERED WITH AMERISALES AND INCREASED EMAIL CONVERSIONS BY 200%

While Doubling Email Revenue



Dr. Henry Vincenty is the Founder of Endoca, and today, the highly-respected CBD brand boasts over 1,000 hectares of organic land which houses a factory that complies with pharmaceutical standards. Endoca strives to make CBD available globally and affordable without compromising the quality – patient safety always has been and always will be the company’s top priority.

Endoca Needed a Way to Create Predictable Email Revenue Streams From Past CBD Purchasers

Endoca was struggling to retain clients and create repeat purchases from its customer base. Before partnering with Amerisales, the company was only averaging 22% of revenue from email, and the average monthly revenue for email was \$47,000 from email.

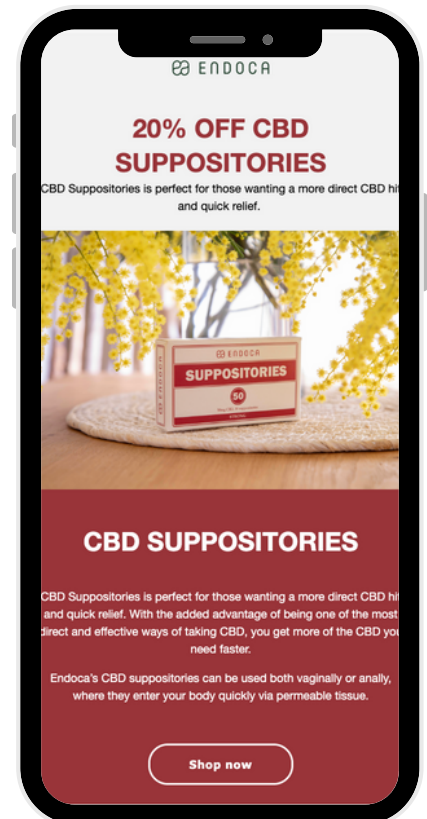
Limited segmentation was being applied to the original list and minimal email Flows were utilized. The brand had focused on continuously selling while providing little education through email communications. Endoca had minimal segmentation and regularly blasted their entire list causing Gmail to reroute their emails to SPAM. All of this while the brand’s website had one of the best foundations of information of any CBD brand – it was simply not being utilized. The brand needed a way to create predictable revenue streams from past CBD purchases by demonstrating why they would want to continue use of the #1 CBD in the industry.

Utilizing Email Flows and Rewarding Loyal Customers

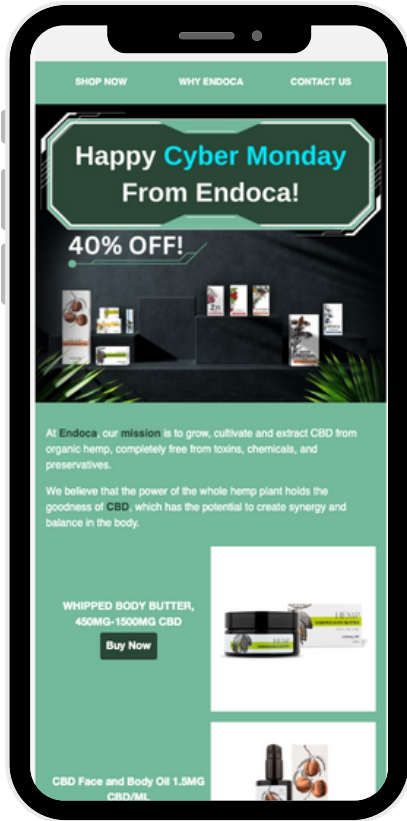
In August 2022, Endoca partnered with Amerisales to test the company’s proprietary Attract, Target, Convert (ATC) system.

Before partnering with Amerisales:

- 22% of revenue from email
- \$47,000 average email monthly revenue



Before Amerisales



Amerisales' Email

Immediately, the Amerisales team got to work and used its ATC system to create a set of Flows to boost the retention of Endoca CBD users. Amerisales segmented the brand's list to identify the most loyal customers – as well as the ones that had simply gotten away. They then labeled them appropriately and slotted them into its Gmail Spam Protocol to boost deliverability rates.

Endoca's incredibly resourceful website was gleaned by Amerisales and utilized in Campaigns to entice past users to re-purchase CBD products. They warmed the lists by reaching out to both groups incrementally over the first month.

The changes in both Campaigns and Flow performance were a massive boost in email recipients. Endoca saw a huge boost in Flows created to bolster the reason to use the brand's popular CBD products.

Within One Month, Endoca's Email Conversions Skyrocketed 200% While Revenue Doubled

Within the first month of the partnership, Amerisales' ATC system created **54% of total revenue for Endoca**. Every month after, Amerisales' ATC System has consistently brought in an average of 51% of all of Endoca's online revenue.

Endoca's email engagement moved from 9,389 in the 90-day engaged list to now 48,302 actively engaged CBD purchasers.

Amerisales All-Time Campaign Performance

401,361 +367.67%

Total campaign recipients

● Open rate ✓ Excellent 50.94%

+44.81%

Amerisales All-Time Flow Performance

7,822 +527.77%

Total flow recipients

● Open rate ✓ Excellent 60.47%

● Click rate ✓ Excellent 9.30%

● Placed Order rate ✓ Excellent 3.53%



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A Look to the Future: Exclusive Deals, VIP First-Looks, and Much More

More than ever, Endoca is excited to continue partnering with Amerisales. Together, the companies will focus on strategic sales meant to not only educate, but also provide the best value for the Endoca community. In less than a year, they together turned a community that did not feel valued into one empowered with information they are interested in and asking for. Endoca has moved to give the community a true VIP status and is working on more exclusive deals on top products that customers want, as well as 'first looks' at all new products and information in the CBD world.



About Amerisales

Amerisales is a 100% Performance-Based Sales Agency. You only pay Amerisales when you profit from the sales the company's Attract, Target, Convert (ATC) System generates. With over a decade of experience in driving sales and improving conversions for 7+ figure DTC eCom brands, Amerisales has the experience and results your brand needs. Learn more: www.amerisales.com.