



AMERISALES.COM

HOW SAVAGE BARBELL PARTNERED WITH AMERISALES AND GAINED 4X EMAIL REVENUE

And Now Averages 51% of Its Monthly Revenue From Email & SMS



Dave Gallagher began life as a skateboarder and surfer dude in Southern California. In 2000, he embarked on a career as a firefighter and began regular gym workouts to stay in shape for the job. While rehabbing two broken arms from a skateboarding accident, Dave discovered the high of CrossFit training and never looked back. Savage Barbell's colossal success is the result of pairing the latest fabrics with eye-catching designs. Under Dave's leadership, the company works hard to ensure that every Savage Barbell garment is a cut above other fitness apparel. Rather than slapping logos on ready-made clothing, the brand patterns its clothing and works with manufacturers worldwide to deliver the highest quality of materials and craftsmanship.

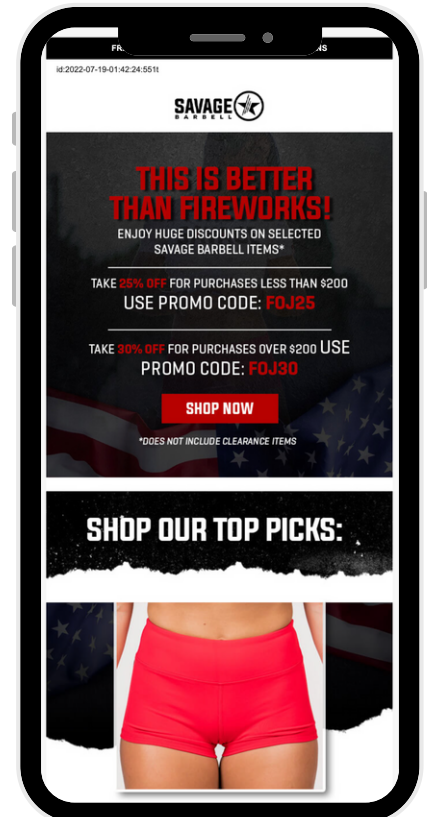
Savage Barbell Needed To Boost Its Brand Value and Increase Email & SMS List Integrity

Savage Barbell had decided to leave their old agency. They didn't align with the strategy that was used to push only giant sales emails and SMS messages. Ultimately, that strategy led to list fatigue; the entire list became uninterested and only purchased during the largest sales. This lowered the value of the brand and limited the buyers to only sales purchasers. Savage Barbell was using an antiquated opt-in company that did not allow the creation of high performing opt-ins. This older system was also extremely expensive.

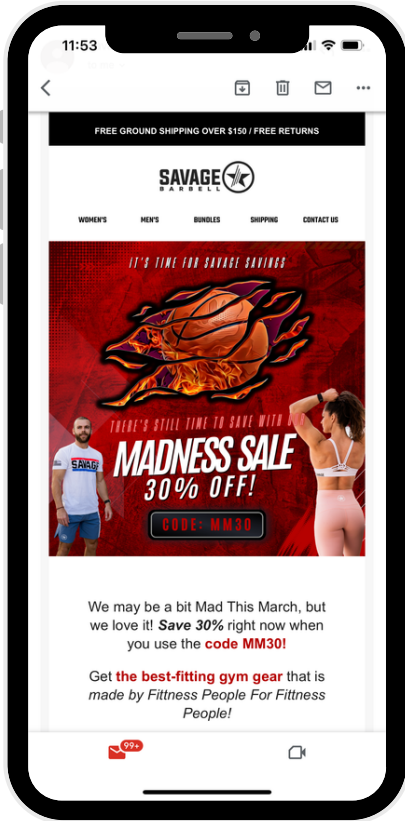
At this time, total monthly revenue was below \$50,000 and on a down-sliding slope.

Before partnering with Amerisales:

- Used an older system that was **extremely expensive**
- Total monthly revenue was down to **\$21,000** – and sliding



Before Amerisales



Amerisales' Email

Utilizing 2-Step Opt-Ins and Bringing Interest Back to Former Purchasers

On November 1st, 2022, Savage Barbell decided to partner with Amerisales' to test the company's proprietary Attract, Target, Convert (ATC) system. Immediately, Amerisales moved the brand's SMS platform to Klaviyo and created an Email and SMS 2-step opt-in that more than doubled its conversion rate from **2% to 4.5%** and **lowered their SMS costs drastically**.

Amerisales stepped in with the goal of bringing back interest from the past purchasers and reinvigorating the entire Savage Barbell Community while also promoting products at full-price. The process would be difficult as it typically takes time to build consumer interest – not to mention employ a full swing of informational and brand-focused emails.

By segmenting the list into engaged users and drastically changing the sales tone to an informational message, Amerisales increased revenue by **300% in the first month** and **moved revenue more equally with Flows and Campaigns** utilizing a robust strategy.

In a Single Month, Savage Barbell Gained 4x Email Revenue – and Now Averages 51% of Its Monthly Revenue From Email & SMS

Amerisales' strategy was to create a truly informative and tight knit community. The company utilized Flows that boosted connection not only in email and SMS – but also with social media. Amerisales boosted contact and industry information for events happening in the weightlifting world, **ultimately driving 4x revenue in a single month**.

Utilizing Amerisales, Savage Barbell now averages **51% of the brand's monthly revenue from email and SMS channels**.

One Month After Partnering With Amerisales

Conversion Summary

\$83,068.50 +322.39%

Klaviyo attributed revenue

● Campaigns	\$49,897.77	(60%)
● Flows	\$33,170.73	(40%)





Amerisales' Flow performance on its first month was sent to fewer people, yet the Placed Order Rate skyrocketed up 233% – all by getting the right Flows in place and segmenting the correct amount of sends. Click Rates went up 54% and Open Rates went up 5%. This demonstrates that the email content needed to be more tailored to the audience with information and fewer sales.

In December 2022, just one month after launching the partnership with Amerisales, communications were sent to fewer people yet Savage Barbell gained a 39% boost in Click Rates and 176% in Placed Order Rates. Amerisales drove an aggressive, segmented approach, which paid off in spades.

\$63,028.23

Total revenue

\$34,811.29

Attributed revenue (55.23% of total)

Top Performing Metrics

Last Month (Mar 2023)

Metric	Performance	Your Value
Open Rate Email Campaigns	✓ Excellent	52.7%
Spam Complaint Rate Email Campaigns	✓ Excellent	0.00415%
Average Cart Size Business Performance	✓ Excellent	2.86
Unsubscribe Rate All Flows	✓ Excellent	0.22%
Bounce Rate All Flows	✓ Excellent	0.40%

Placed Order Performance For Trailing 30 Days

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.