



AMERISALES.COM

HOW WRIGHTSOCK PARTNERED WITH AMERISALES TO ACHIEVE 185% GROWTH IN 90-DAY ENGAGED EMAIL SEGMENT

And added \$48,000 in email revenue within a 5-day period



Wrightsock is a premier performance sock brand that has been trusted by runners and athletes for more than 70 years. The unique double-layer construction, patented Dri-Wright® II technology, and superior moisture-wicking capabilities provide superior comfort and protection. Wrightsock is proud of its ability to help athletes reach their goals and perform at their best, and the company strives to provide the highest-quality performance socks and apparel to meet those needs.

Email audience details before partnering with Amerisales:

- 12,000 "Active Users" Email List
- 42,000 Total Profiles (*many of which were never emailed*)

Wrightsock Needed a Way to Convert Total Email Profiles Into 90-Day Engaged Purchasers

Wrightsock knew it had an exceptional product and had collected a large audience with just over 42,000 unique buyer profiles. However, it needed to update its marketing strategy with consistent and engaging campaigns to reflect the quality and longevity of its top-of-the-line socks.

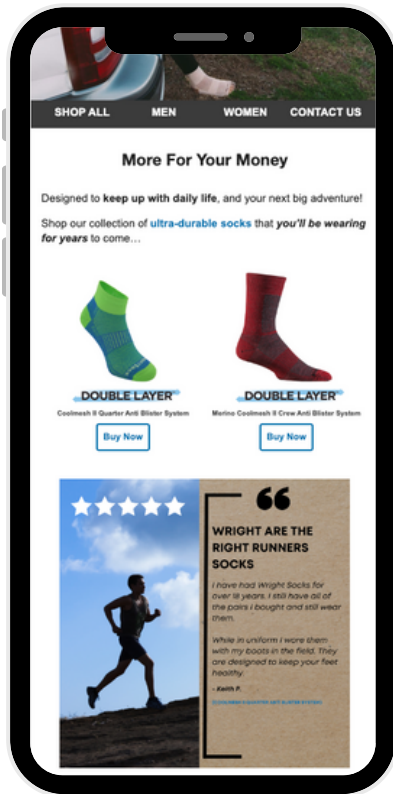
The focus for a long time was to partner with trusted wholesale partners like REI, but in the last several years with the shift of consumers buying directly from brands, Wrightsock wanted to prioritize their DTC strategy. Bottom line: there simply weren't enough resources directed toward email campaigns and flow strategies.

Wrightsock Partnered with Amerisales' Proprietary Attract, Target, Convert (ATC) System

In late December 2022, Wrightsock partnered with Amerisales to test the company's proprietary Attract, Target, Convert (ATC) system.



Before Amerisales



Amerisales' Email

The ATC system is specifically designed for eCom businesses that bring in \$5M+/annually but generate ~20% or less of total revenue from Email & SMS channels. Wrightsock fit the bill, and they worked with Amerisales to:

1. **Attract** potential prospects visiting their DTC website
2. **Target** those potential buyers with the right offer at the right time
3. **Convert** first-time customers AND generate repeat buyers

One month later, Wrightsock went live with its first Amerisales campaign on January 10th, 2023.

Utilizing the Power of List & Deliverability Strategy

Amerisales' first goal was to determine how many of Wrightsock's email profiles were actually engaged with the marketing campaigns. A list of 12,000 Mailchimp profiles served as the starting point.

Using this list as a baseline for the first two campaigns yielded 5,000-6,000 profiles in Amerisales' standard 90-Day Engaged Segment (email profiles that have clicked or opened an email in the last 90 days). In the following two weeks, Amerisales sent three more campaigns to the 90-Day Engaged Segment with an average open and click rate of 63.5% and 1.96%, respectively.

These first five campaigns, which were primarily meant to analyze user engagement and warm the sending domain, each averaged \$1,708 in revenue.

Doubling-Down on the 90-Day Engaged Segment

For Wrightsock – like many eCom brands – growing the engaged email audience is paramount to business success. Engaged email purchasers are critical for eCom companies because they provide a direct line of communication between the company and its customers. Through email, Wrightsock can quickly inform customers about new product launches, discounts, special offers, and other important announcements. By staying in contact with customers, the company can build loyalty and trust, as well as drive more sales. Growing this list was a mission-critical goal for Wrightsock.

Thanks to exceptional deliverability metrics in the first five campaigns, the next step for Amerisales was contacting the rest of the 42,000 profiles to maximize revenue and to grow the engaged user segments.

The strategy involved a simple 'Buy-3-Get-1-Free' sale in contacting as many profiles as possible with an offer they hadn't seen through email before, prompting engagement from old and stagnant users.



Wrightsock Achieved \$48,000+ in Revenue and 185% increase in 90-Day Engaged Segment – in a Single Week

Utilizing four campaigns across five days, the sale generated a total of \$48,910.21 in revenue and added approximately 11,000 newly engaged users into the 90-Day Engaged Segment.

In summary, the 90-Day Engaged Segment grew from 5,651 to 16,089 in approximately one week – a jaw-dropping 185% increase that positions Wrightsock incredibly well to increase their LTV and continue to sell more socks to the same customers.



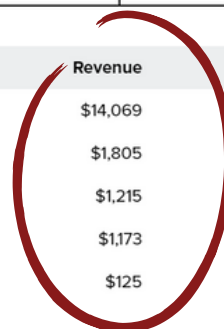
Successful Email Campaign

	Klaviyo Email Attributed %	Campaign %	Flow %	List Growth/Profiles	90-Day Engaged
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Week 2	23%	8%	15%	42864	5651
Week 3	30%	12%	18%	42904	6972
Week 4	52%	13%	40%	40520	16089



Flow	Revenue	\$ / Recipient
Amerisales Welcome Flow	\$14,069	\$6.61
Amerisales Abandoned Cart Flow	\$1,805	\$2.06
Amerisales Browse Abandonment Flow	\$1,215	\$0.91
Amerisales Post Purchase Flow	\$1,173	\$0.29
Amerisales Repeat Purchase Flow	\$125	\$0.24



“ Amerisales has given Wrightsock a huge boost in sales from their email campaigns. During this last January Wrightsock experienced a 109% increase in online sales compared to last year and Amerisales marketing team is responsible for a large portion of that growth. We can verify that their first month of email campaigns generated over \$50k in revenue. The professional design and functionality of these emails have given Wrightsock the much needed visibility we’ve been looking for and we look forward to working alongside Amerisales in the future.

- Nicholas Wrihtenberry, Digital Marketing Manager

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.