



Tech-infused *Email Brilliance*

Elevate *Conversions*, Empower *Retention* with
COMPLETE EMAIL MARKETING SERVICE



**Helen,
it pays off to be a member**

Enjoy special member perks and exclusive experiences. It's free, and you get **25 loyalty points** your first purchase.

[JOIN THE CLUB](#)



Luna, join the GRO and start earning!
As an in the GRO member, you'll get closer to earning exclusive rewards every time you shop.

[Sign Up](#)

4 years

of Email Brilliance

Founded in 2020

Personalization

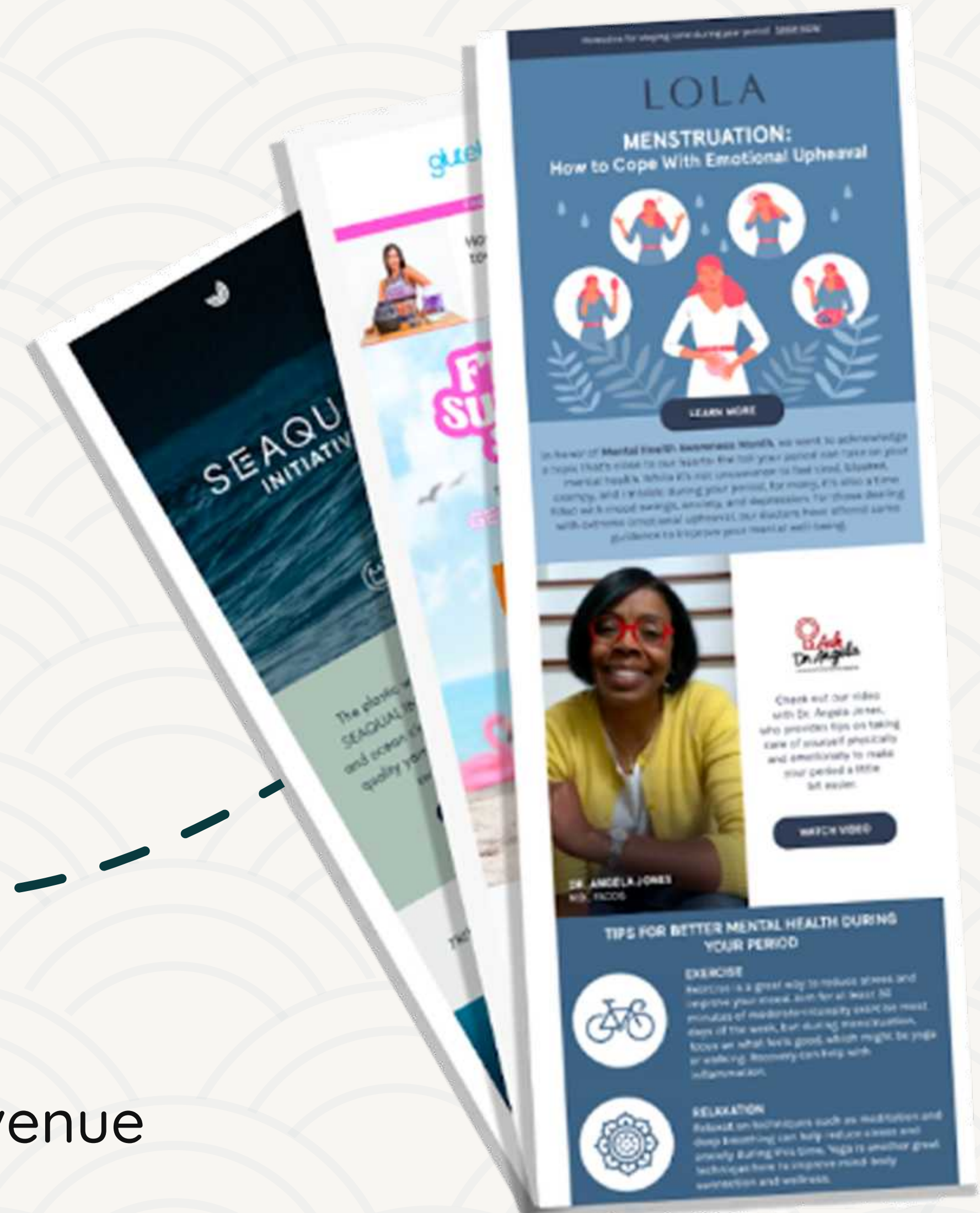
Technology Pioneers

220M+

Yearly Email Sends

12M+

Generated Email Revenue



Experience you can *trust*

Proven strategies to deliver
results-driven email
marketing



>40%

Average open rates for
all our clients



>35%

Average email
attributed revenue
across brands



99.8%

Email Deliverability and
inbox placement rates



20%

Average campaign
revenue increase with
personalization



100%

Targeted content in
flows and campaigns

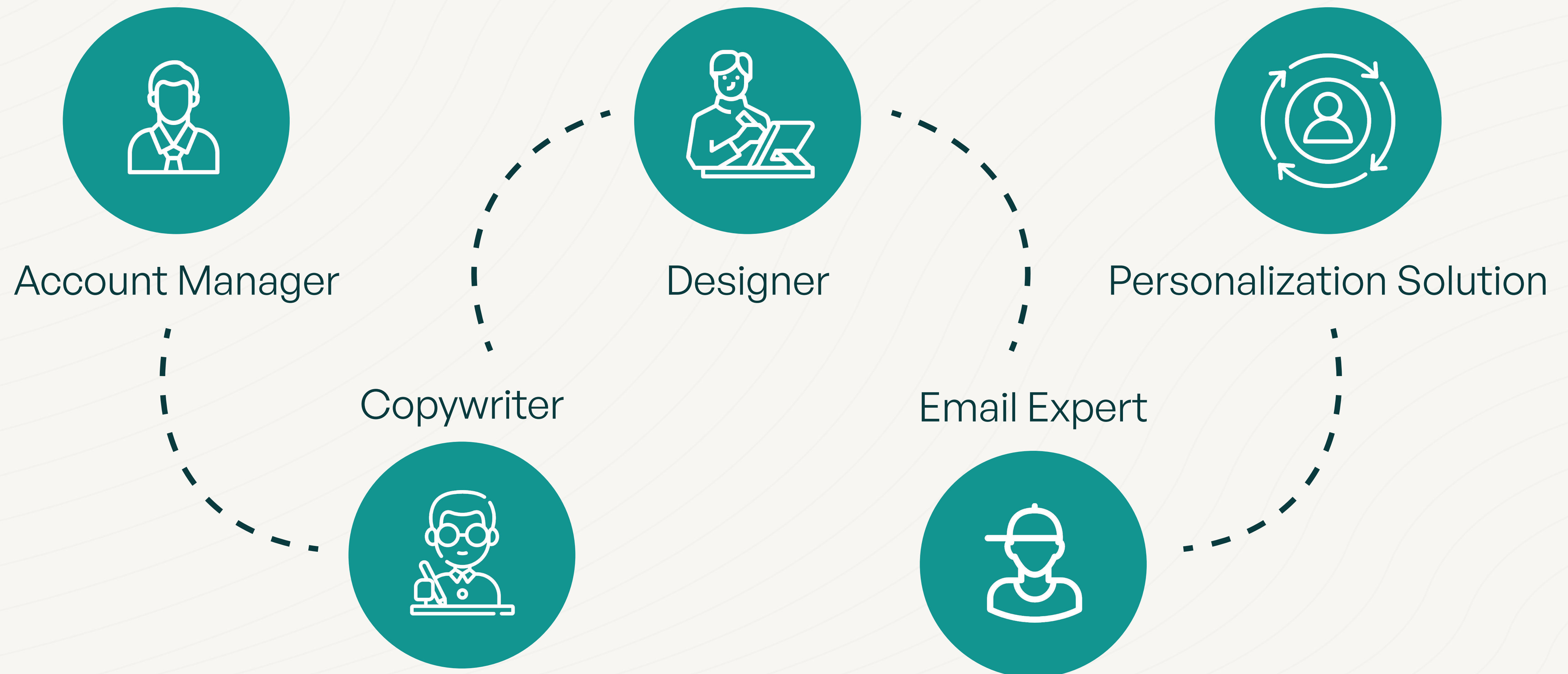


100+

E-commerce brands
using RetainIQ

How we work? We become *your* **Dedicated Team of Five**

(For **one-third** the cost of **one full-time employee**)





Tailored Email Marketing Strategies

Our approach is Personalized

1st
week

Audit



Our experts identify Areas of improvement across Capture, Deliverability, Content & Strategies

1st
month

Develop & Deploy



Our experts prepare cogent strategies for retention, prepare an action plan & deploy in CRM

2nd
month

Personalize



Identify and deploy personalized blocks for increased engagement & conversion

3rd
month
onwards

Optimize



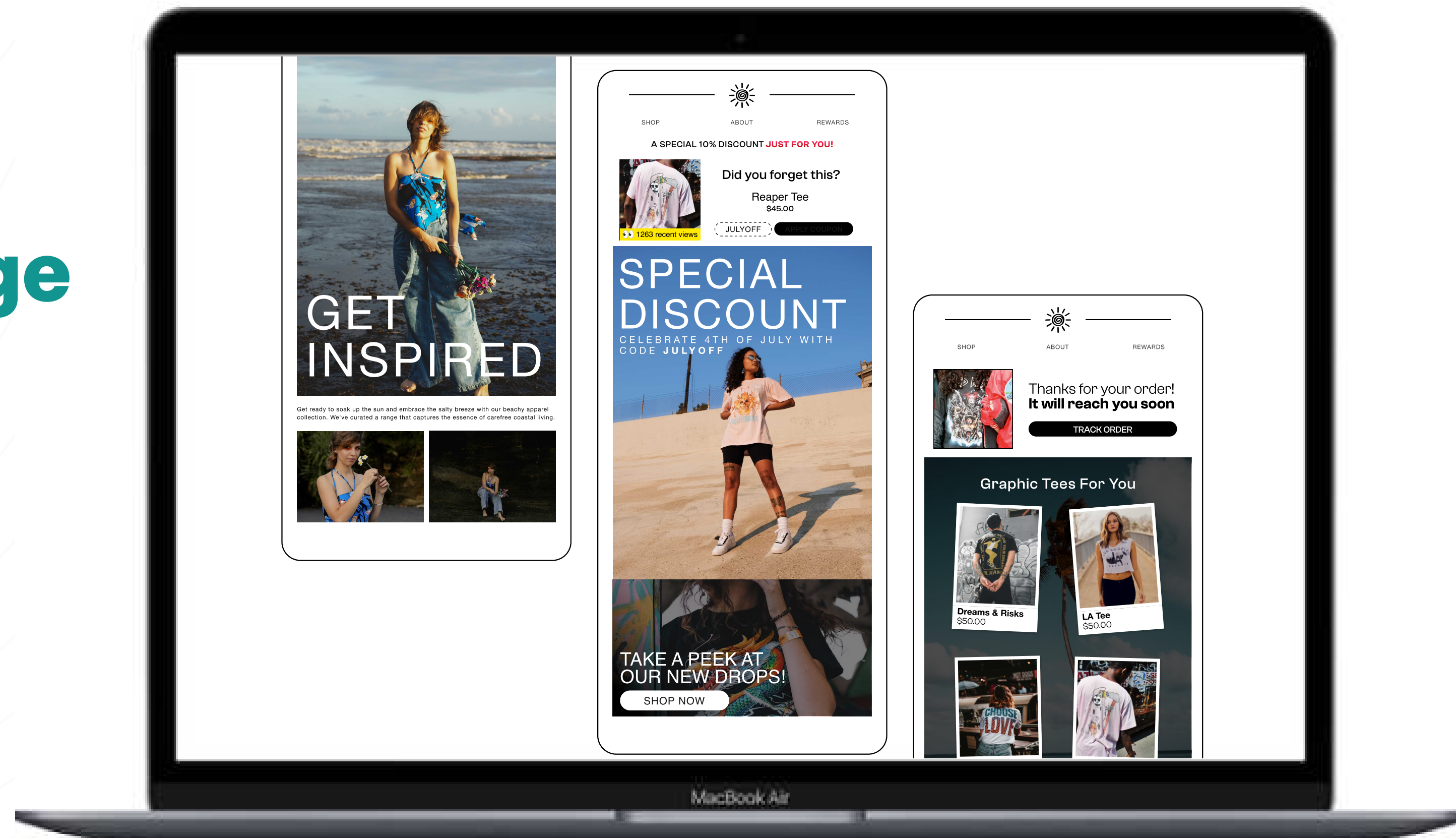
Add advanced flows, quarterly campaign calendar and deliverability monitoring

Unlock Email's full potential with **RetainIQ's Proprietary Platform**

Experience the **Personalization Advantage**

Ignite Connections, Drive Results!

The most effective platform to **activate user-data** for building **relationships** with customers, converting leads to **revenue** and converting one-time buyers to **subscribers**



Every consumer is **unique**, and we
take care of 'em all



RetainIQ's
Smart Widgets



Personalize campaigns based on user-action.

CLOTHING.

MEN WOMEN KIDS

WELCOME CLAIRE!

LET US KNOW YOUR BIRTHDAY FOR A SPECIAL GIFT!

ADD BIRTHDAY



CLAIRE
SHOP THE LATEST FOR YOUR KIDS!

SHOP NOW

GET 30% OFF ON JUMPSUITS AND OVERALLS



SHOP JACKETS



SHOP SWEATSHIRTS




Increase in CTR

CLOTHING.

MEN WOMEN KIDS

Kevin, you recently checked this out




Black Jacket

★★★★★

View Item


1210 people viewed this product today




KEVIN
EXPLORE MANHATTAN FAVORITES

SHOP NOW

GET 40% OFF ON JACKETS AND SWEATSHIRTS



SHOP JACKETS



SHOP SWEATSHIRTS



Increase in revenue

CLOTHING.

MEN WOMEN KIDS

ALISSA, ONE ITEM LEFT IN YOUR CART



Black Crop Top

★★★★★

\$35

VIEW CART

★★★★★

"I was a bit skeptical at first. When my order came I was so excited to try it. And when I did, it was absolutely flawless. So glad I made the choice to go for it."

-Selena



ALISSA
SEE WHAT'S TRENDING IN LOS ANGELES

SHOP NOW

GET 30% OFF ON TOPS AND BEACHWEAR



SHOP JACKETS



SHOP SWEATSHIRTS

Increase **repeat purchase** and **loyalty adoption**

CLOTHING.
MEN WOMEN KIDS

ALISSA, YOUR ORDER IS SHIPPED!

Manifested
1/20/23 8:20AM

Shipped
1/20/23 10:45AM

Out for Delivery

Delivered

TRACK ORDER



ALISSA
SEE WHATS TRENDING IN
LOS ANGELES

SHOP NOW

GET 30% OFF ON
TOPS AND BEACHWEAR



SHOP TOPS



SHOP BEACHWEAR



Increased
engagement

CLOTHING.
MEN WOMEN KIDS

Kevin, Join the Club

We bring exclusive deals & much more. Sign up for our loyalty program and start off with a bonus 100 points!

GET ME STARTED WITH MY 100 POINTS



KEVIN
EXPLORE MANHATTAN
FAVORITES

SHOP NOW

GET 40% OFF ON
JACKETS AND SWEATSHIRTS



SHOP JACKETS



SHOP SWEATSHIRTS



Boost repeat
orders

CLOTHING.
MEN WOMEN KIDS

300 points

\$30
value of current loyalty points

Claire, get 1.5x loyalty points on every purchase today.

SHOP NOW



CLAIRE
SHOP THE LATEST FOR
YOUR KIDS!

SHOP NOW

GET 30% OFF ON
JUMPSUITS AND OVERALLS



SHOP JUMPSUITS



SHOP OVERALLS

Proven Process

1.

Dedicated Team of Experts

An Account Manager, Project Assistant, CopyWriter, Designer and ESP Pro.

2.

Advocates for your brand

Your dedicated team of experts will do extensive research on your brand, including experiencing your products firsthand.

3.

Setting up your account

We set up your ESP account for success using our own segmentation strategy to focus on your deliverability.

4.

Customized Strategy

We know that no two brands are alike, so we can create an email marketing strategy that is customized for your products and your target market audience.

5.

Implementation

Once your customized strategy is approved, you'll see it come to life through foundational flows and weekly campaigns.

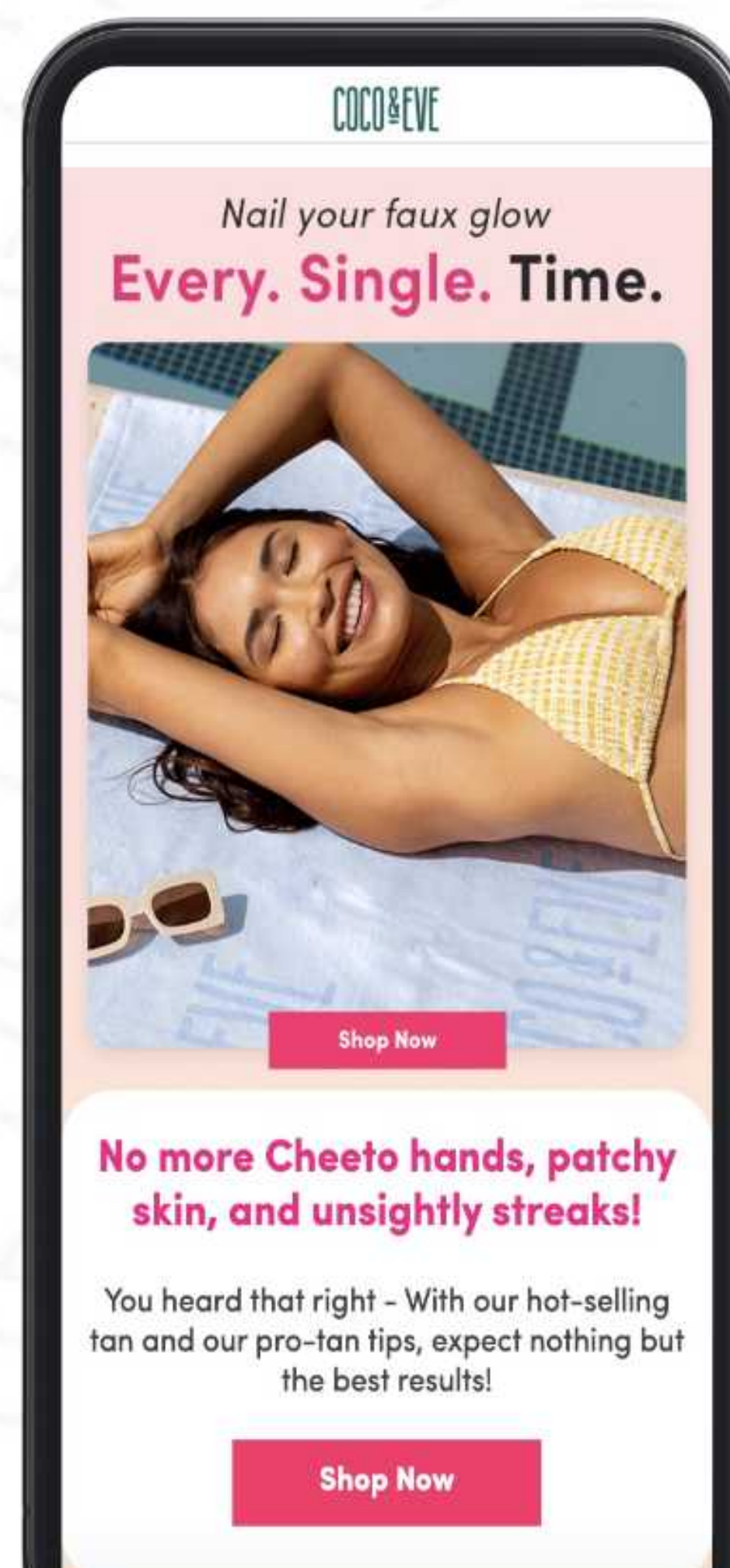
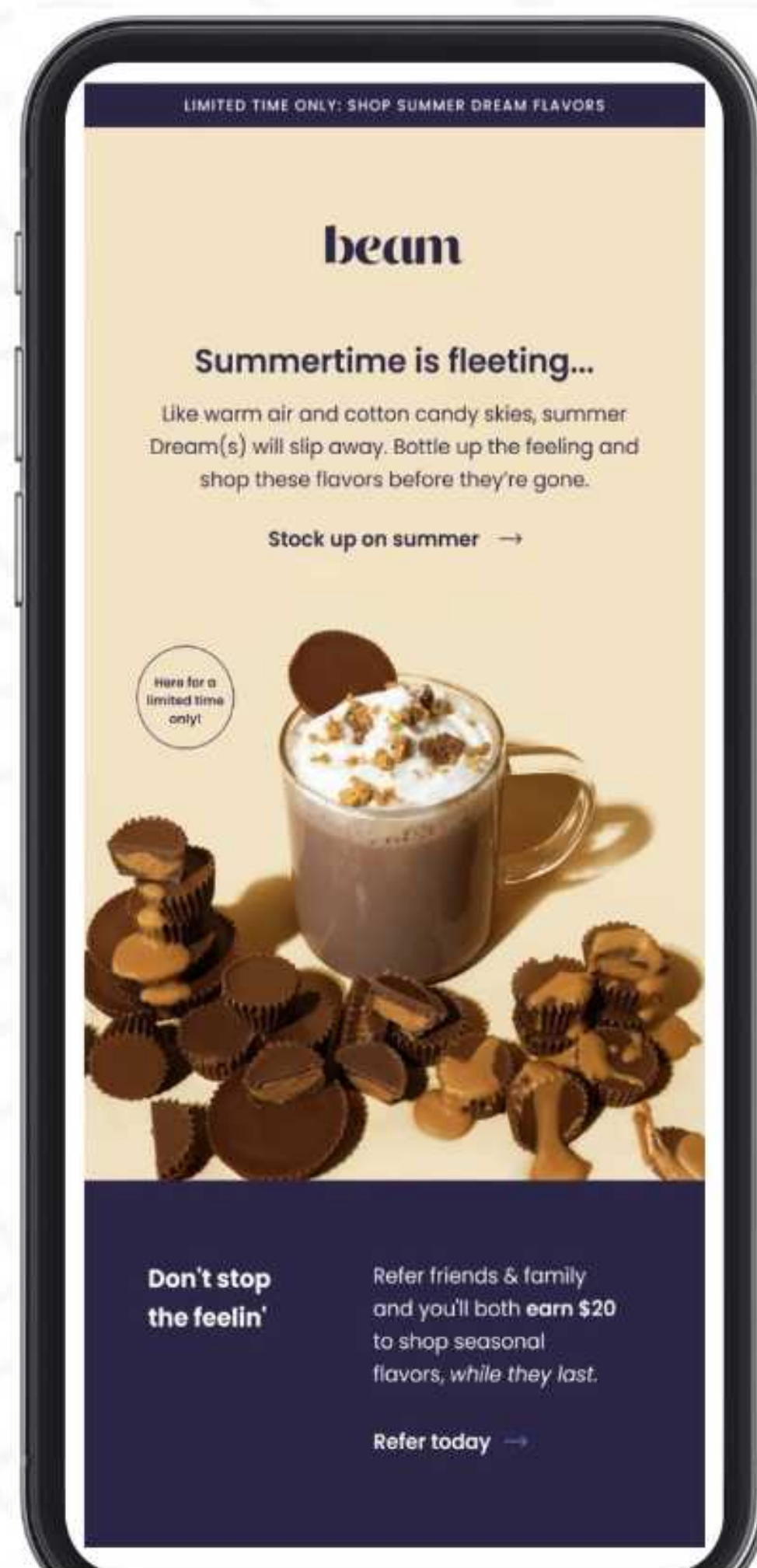
6.

Deliverability testing

We use additional software to test every email that goes out. Then we continue with optimizations using personalization strategy

Extensive Testing & Quality Assurance

Utilizing multiple testing platforms to preview emails across **90+** email clients, apps and devices ensuring an **on-brand, error free** subscriber experience.



Email score: 53% ?

Subject length ?

36 characters

Average: 35 characters

Email size (incl. images) ?

3730.16 Kb

Loaded in 2.17 seconds

Avg. email size for ZitSticka:

4112.15 kb

Email size (excl. images) ?

70.2 Kb

Not at risk of being clipped on G...

Words count

30 words

Links distribution

24 links

Spam score ?

-3.6

Average: -1.1

Sending Provider ?

Klaviyo

Sent last 30d

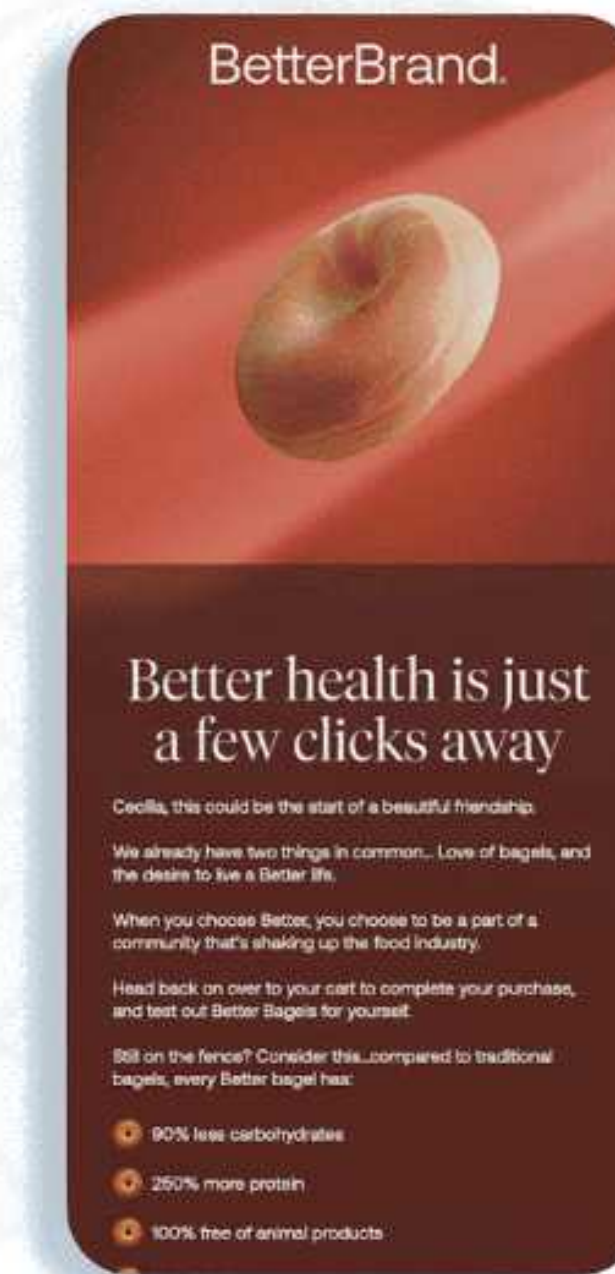
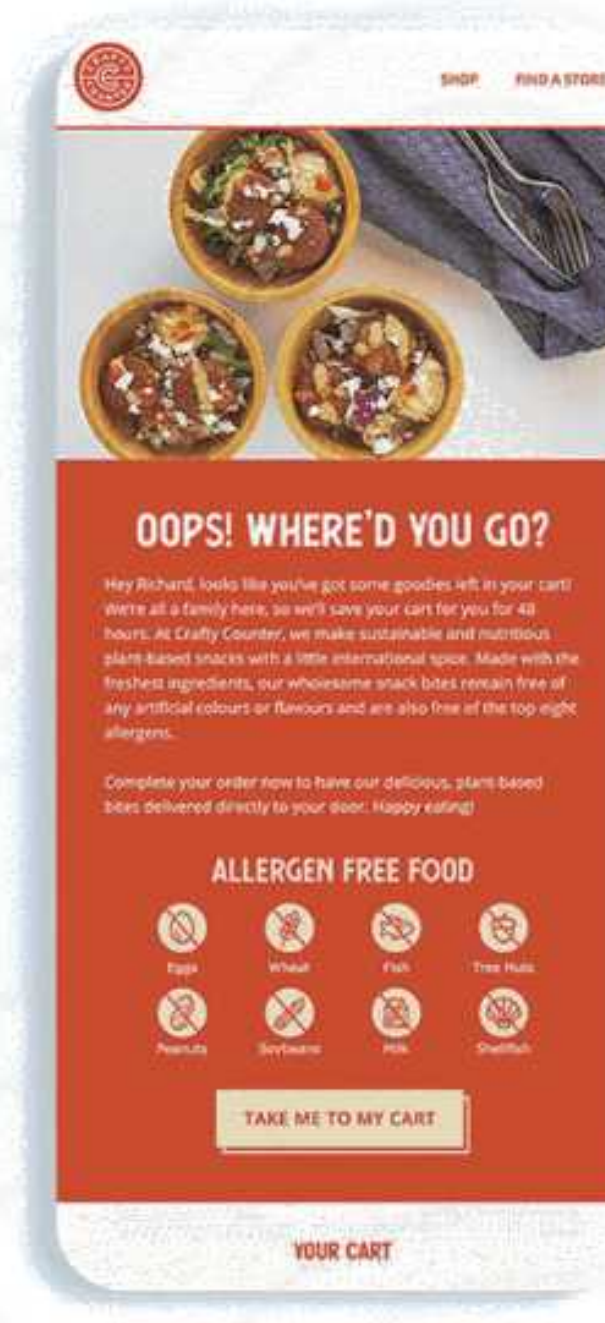
18 emails

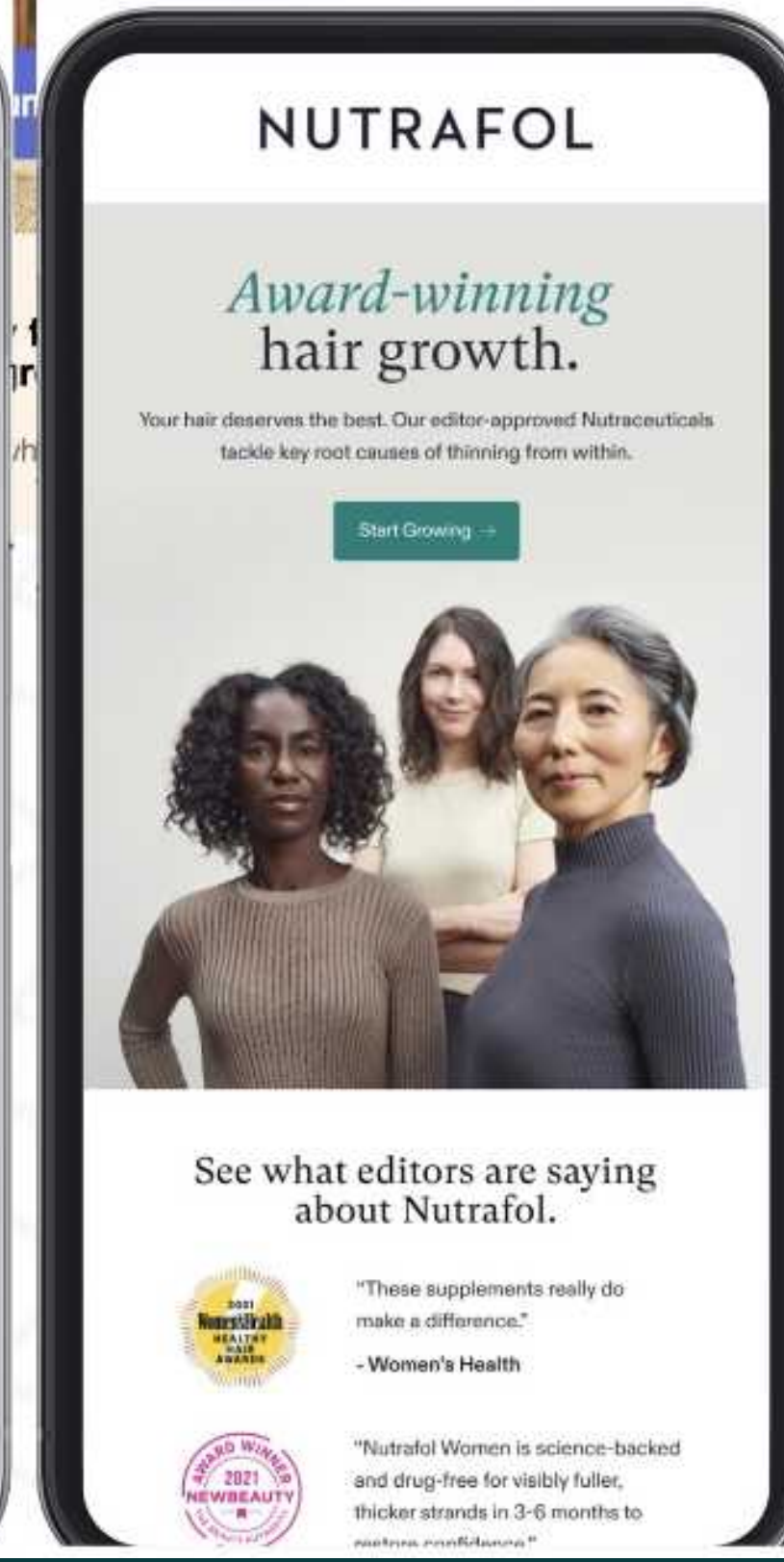
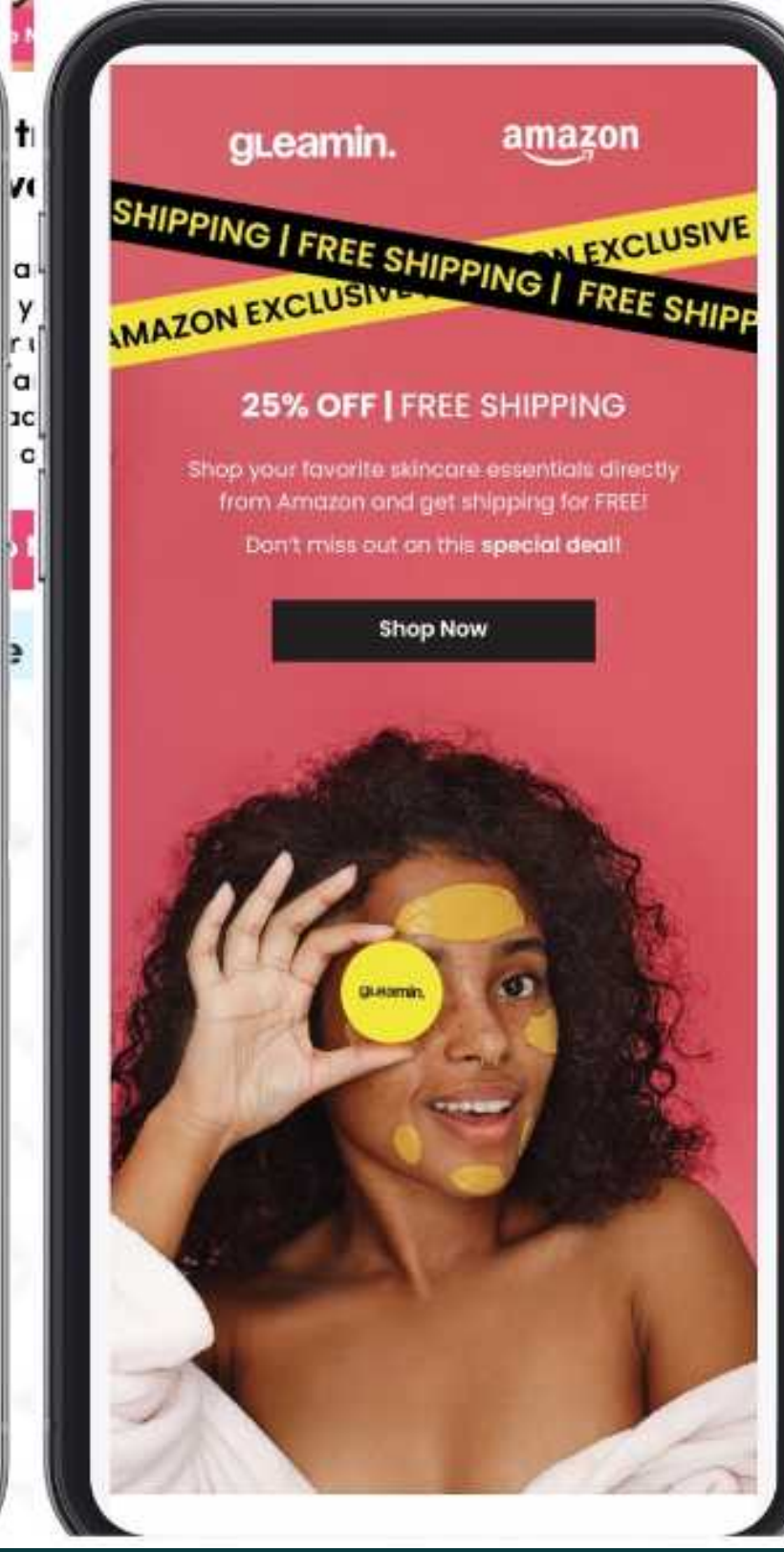
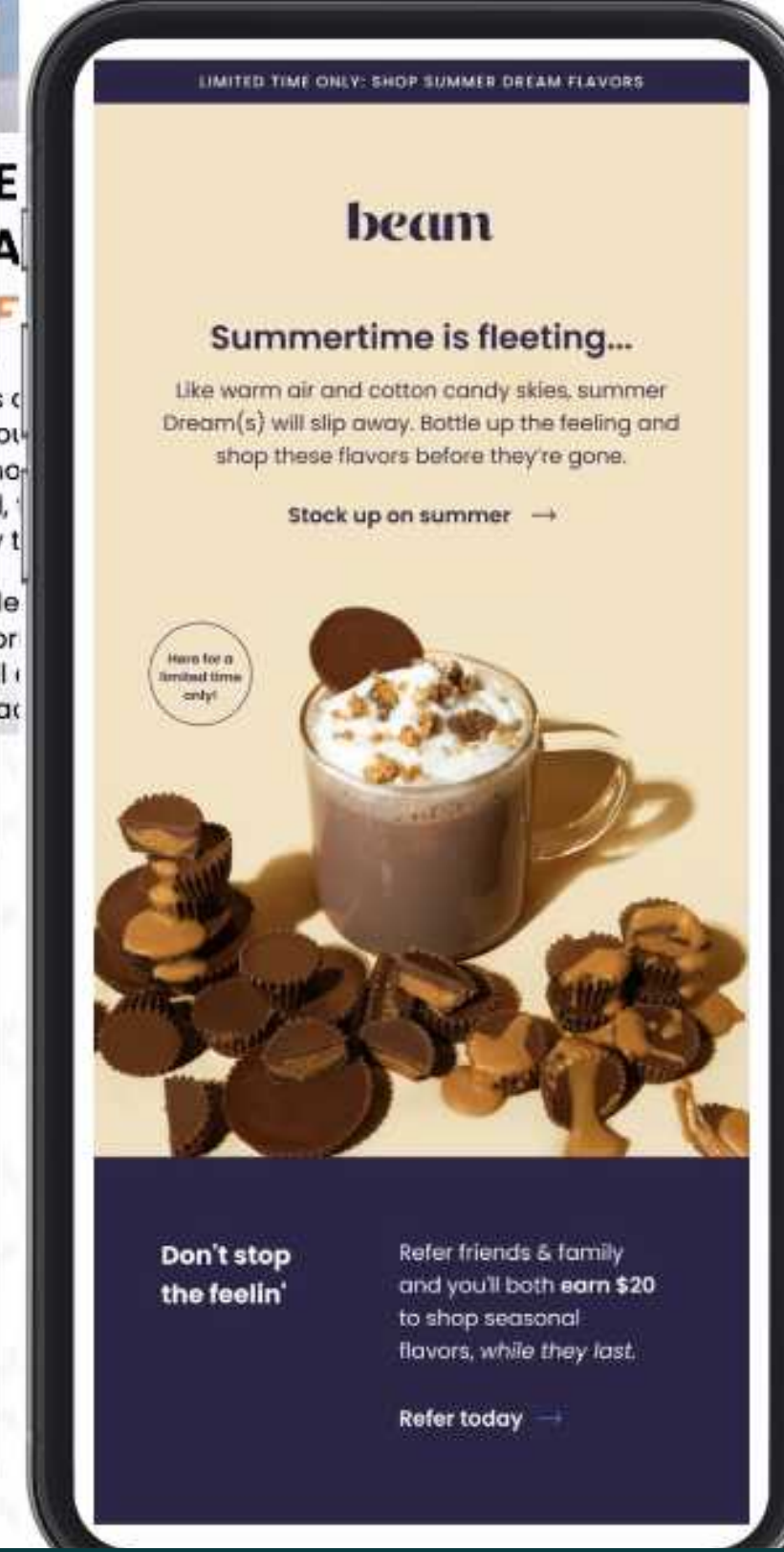
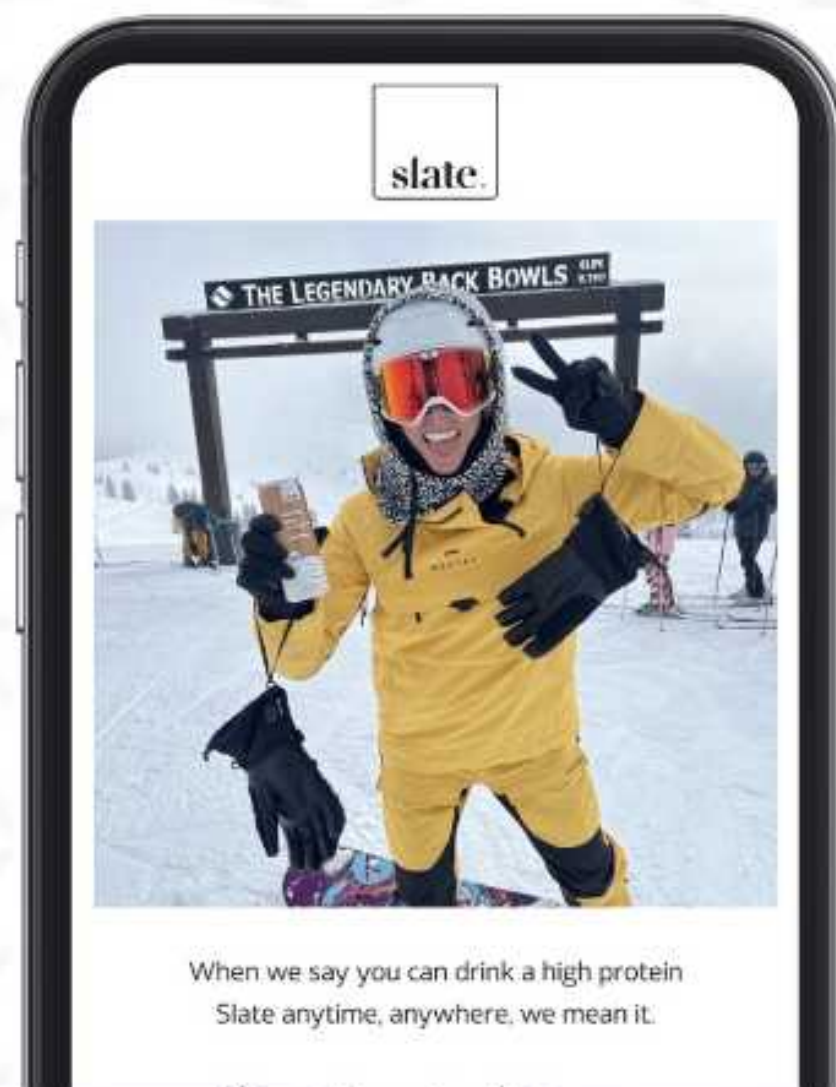
Authentication

DKIM

Adapting content to your *brand*

Creative Copy & Design





Technology is at the **forefront** of RetainIQ Delivery Team

The image displays the RetainIQ email editor interface. On the left is a live preview of an email for 'ginástica'. The email features a blue circular logo with a white 'g.', navigation links for 'SHOP MEN' and 'SHOP WOMEN', two large hero images of people exercising, a 'welcome to ginástica' text block, a 'PICK FROM OUR CUSTOMER FAVORITES!' section with images of pets and a smartphone, and a man in a brown hoodie. On the right is a sidebar with 'Email block settings'. It lists several blocks: 'Header Block with Categories' (Published in all emails), 'Hero Image Block' (Published in all emails), 'Multiple Product 2x2 Block' (Saved as draft), 'Category Block with Names' (Saved as draft), 'Product Video Block' (Saved as draft), 'Purchase Promise Text Block' (Saved as draft), and 'Brand Promise Icons Block' (Saved as draft). Each block has an 'Edit' button. At the top right of the sidebar are 'Save & preview' and 'Publish Email' buttons. Two modal windows are open: 'Multiple Product 2x2 Block' and 'Header Block with Categories'. The 'Header Block with Categories' modal shows settings for 'Logo Homepage Link', 'Category 1' (with text 'SHOP MEN' and link 'www.retainiq.io'), and 'Category 2' (with text 'SHOP WOMEN' and link 'www.retainiq.io'). It includes a rich text editor and 'Cancel', 'Save & Preview', and 'Publish' buttons.

Full-Service Email Marketing

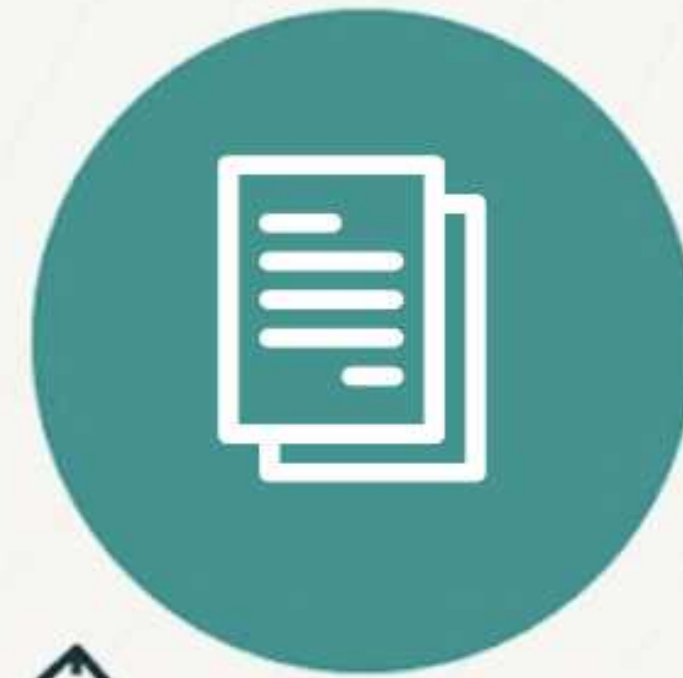
Klaviyo Mastery

Exclusive expertise in Klaviyo with email marketing as our speciality



Monthly Reporting

We use performance data to track and optimize your results



Creative CopyWriting

To represent the voice of your brand with relevant messaging



World Class Design

Custom template design built for your brand and product



Custom Strategy

High level strategy created specifically for your brand, products and audience

Here are some **really cool results** we've been delivering for folks



58.5% increase in **revenue from emails**

Discover the story of how we assisted a D2C brand in overcoming the challenges posed by multiple sales channels. Our collaboration led to incredible results, including an astounding 369% rise in revenue from flow emails.

[LEARN MORE](#)



44% increase in **campaign revenue**

Unveil the transformation we brought to a brand's email marketing efforts, addressing their conversion rate and list growth hurdles. We achieved remarkable outcomes, including an impressive 173.2% spike in signup rates.

[LEARN MORE](#)



>55% **average open rate**

Uncover the remarkable journey of building an email marketing strategy from the ground up. Despite the challenge of starting from scratch, we achieved extraordinary results, including an astonishing 3,157% increase in email revenue.

[LEARN MORE](#)



153% increase in **email revenue**

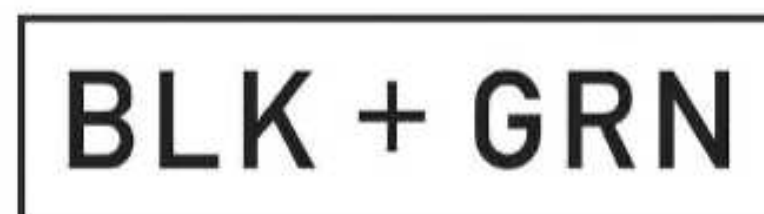
Learn about the incredible success story of our collaboration with a brand that faced deliverability challenges and struggled with poor inbox placement rates. We achieved extraordinary results, including a monumental 312% increase in Open Rate.

[LEARN MORE](#)

Our clients, *our voice!*

healthycell®

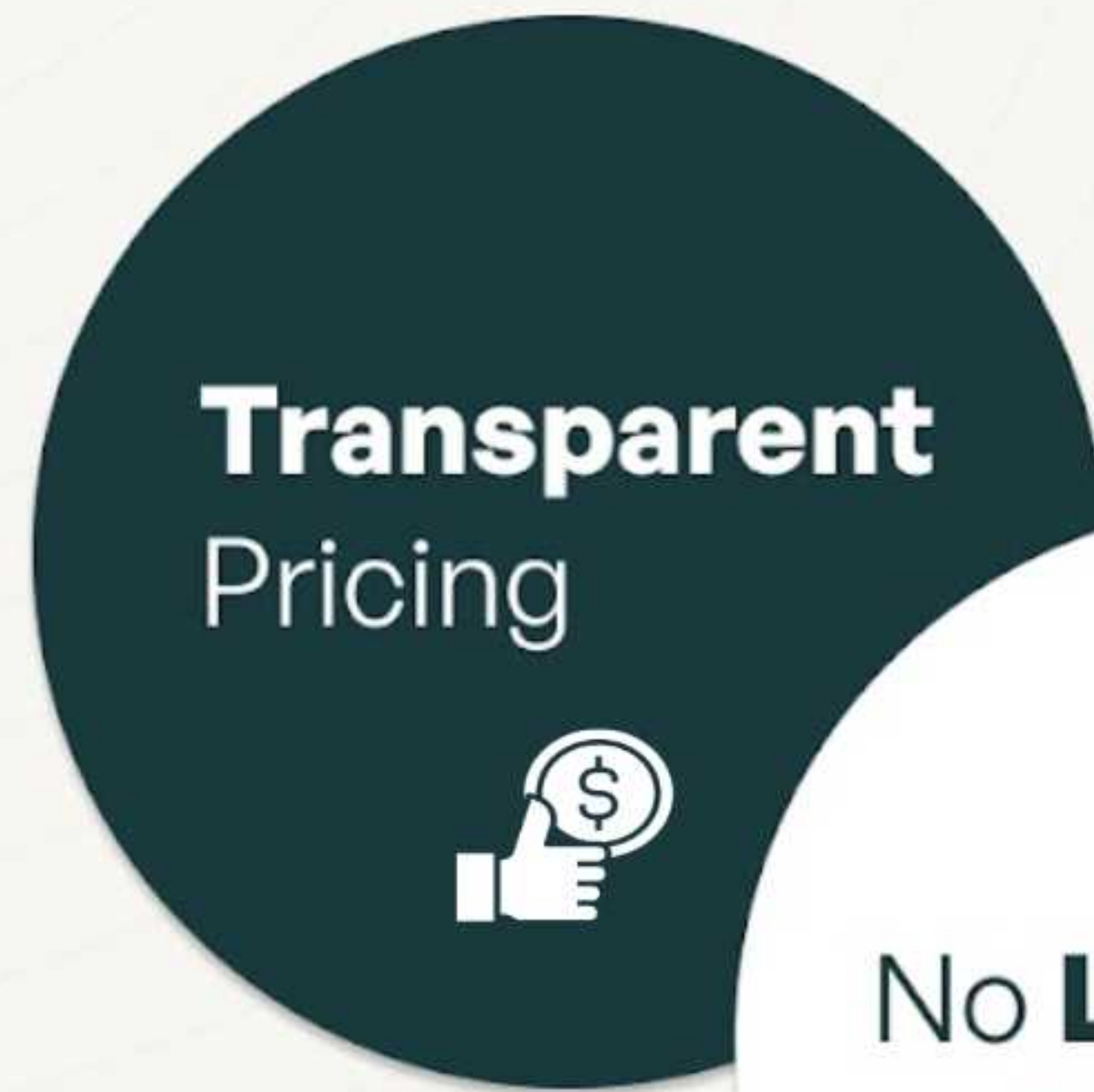
mochidoki
IMAGINATION IN EVERY BITE



oxa



Our commitment is on **results!**



No **Long Term**
Contracts



Customer journeys tailored to **your needs**

Flows		Starter	Pro	Max
Essential Flows	Welcome Flow	✓	✓	✓
	Browse Flow	✓	✓	✓
	Checkout Abandonement	✓	✓	✓
	Cart Abandonment	✓	✓	✓
	Thank you Flow	✓	✓	✓
	Cross-Sell/Up-Sell	✓	✓	✓
	Replenishment Flow	✓	✓	✓
Advanced Flows	Customer First Anniversary Flow	✗	✓	✓
	Site Abandonment Flow	✗	✓	✓
	Customer Birthday Flow	✗	✓	✓
	Sunset Flow	✗	✓	✓
Tech Stack + Custom	Offer Unlock Flows	✗	✗	✓
	Loyalty/Subscription Push	✗	✗	✓
	Price-Drop/Sale Alert	✗	✗	✓
	Zero party data flow	✗	✗	✓
	Custom Flows (Offline stores, B2B segmentation, etc.)	✗	✗	✓

Get **Guaranteed Results.** We do the heavy lifting.

Completely Managed Email Marketing

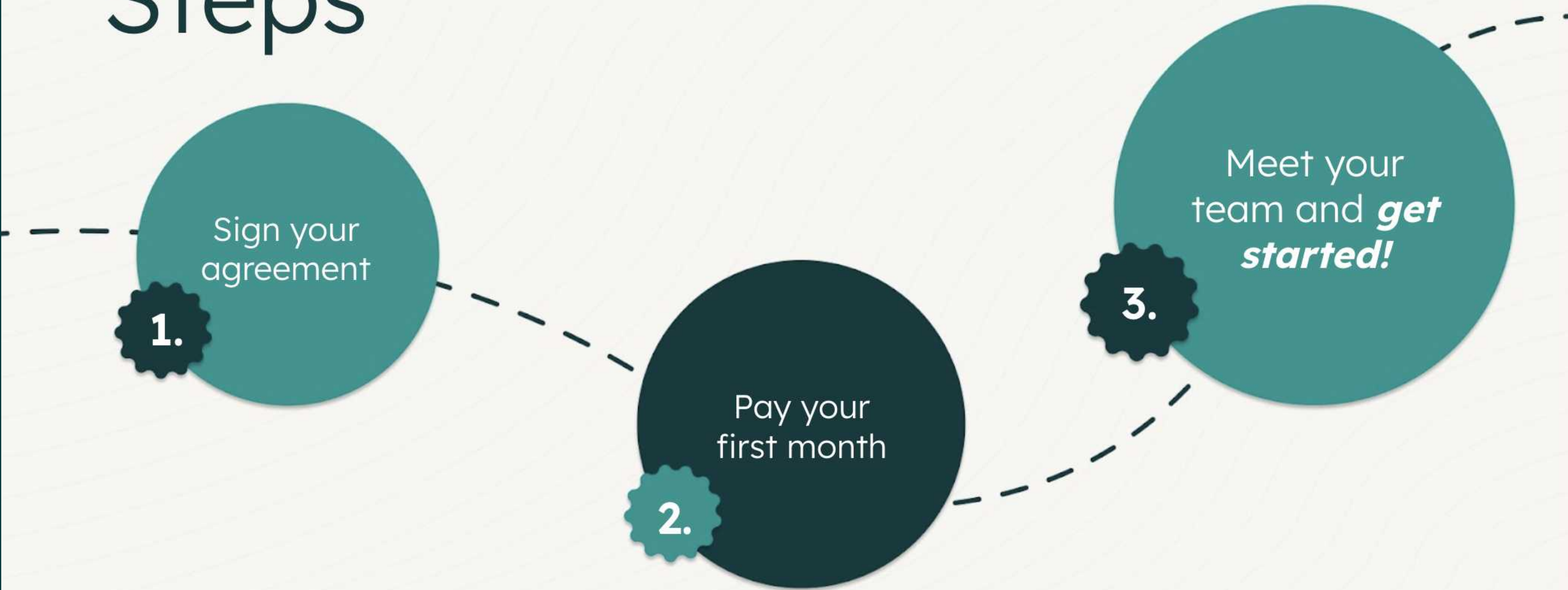
Monthly Pricing, No Long-term Contract

- Operates on top of our proprietary hyper-personalization engine.
- Flows - Essential & Advanced flows
- Campaigns - Campaign calendar, design & execution of campaigns
- Unlimited Emails - strategy, design, copywriting
- Email deliverability improvements - ensure emails land in inbox & open rate is high
- Email Content Optimizations - Ensure high CTR & conversion rates from emails, A/B testing
- Email Personalization software - target truly personalized segments of 1
- Email list building - opt-in strategies
- List cleanup & management
- Slack channel for instant messaging



If you don't see any increase in sales from your email within the first 90 days of going live, we will send you a full refund. **No Questions Asked.**

Next Steps



RetainIQ

THANK YOU