

The Emails That Helped Make a Warehouse Too Small

A story-driven Black Friday/Cyber Monday (BFCM) campaign took one ecommerce brand from \$7,205 to \$20,288 in a single weekend. Email only. No ads.

INDUSTRY	CHANNEL	LIST SIZE	CAMPAIGN
Ecommerce / Tool Accessories	Email Only	~6,000 Subscribers	BFCM 2025
BFCM 2024 (Before)		BFCM 2025 (With Offer Machine)	YOY LIFT
\$7,205		\$20,288	182%
82 orders 2,677 sessions		194 orders 6,828 sessions	revenue increase
137%	155%	\$80 to \$104	20-35%
Order Increase YOY	Session Increase YOY	Avg Order Value Lift	Email Open Rates

THE SITUATION A growing ecommerce brand doing well on pure product merit but leaving money on the table. No origin story, no brand narrative. The owner gave us one shot to show what story-driven email could do going into their biggest sales weekend of the year.	WHAT WE BUILT Most ecommerce emails simply scream BUY MY STUFF. Instead we focused on building a story behind the brand and the founder, connecting customers to the person behind the products. That goodwill was channeled into a BFCM buying window with urgency at the close. That made all the difference.	THE RESULT Revenue went from \$7,205 to \$20,288, nearly 3X in a single weekend. AOV jumped from \$80 to \$104. The volume was significant enough that the owner moved into a larger facility shortly after to handle demand.
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KEY INSIGHT

Story doesn't just sell a product. It sells a brand. When customers connect with the person behind the business, they don't just buy what you're launching. They buy everything.