

Case Study:
\$11M from email & sms in 9
months

THE FINAL TOUCH EFFECT

The Last Touch Your Emails Need to Shine

A Case Study: Decarba Fashion

Executive Summary

Decarba, a leading streetwear fashion brand with \$6M in monthly sales, was leaving millions on the table. Despite being a 7-figure ecommerce powerhouse, their email marketing was barely generating \$50K per month—a tiny fraction of their true potential.

That's when they partnered with The Final Touch Marketing. What happened next transformed their entire revenue model.

3,000% Email Revenue Growth

From \$50K to \$1.54M Monthly—We Generated Over \$11M Through Email & SMS in 9 months.

The Challenge

Despite generating \$6M in monthly sales, Decarba faced a critical email marketing crisis:

- **Massive Untapped Potential:** Only \$50K monthly from emails—less than 1% of total revenue
- **Broken Email Infrastructure:** No strategic email flows or campaign framework in place
- **Missed Revenue Opportunities:** Leaving millions in potential sales on the table every month
- **Over-Reliance on Paid Ads:** Email channel underperforming meant higher customer acquisition costs

The Reality: For a brand of their size, email should be a multi-million dollar revenue driver—not a \$50K afterthought.

The Final Touch Solution

We deployed our comprehensive email marketing transformation framework designed for high-growth ecommerce brands:

Phase 1: Foundation Building

- **Core Email Flows:** Built sophisticated automation sequences including welcome series, abandoned cart recovery, post-purchase nurture, browse abandonment, and customer winback flows
- **Strategic Segmentation:** Created data-driven customer segments based on purchase behavior, engagement levels, and lifetime value

Brand-Aligned Creative: Designed email templates that matched Decarba's edgy streetwear aesthetic while maximizing conversions

Phase 2: Campaign Excellence

- High-Impact Campaign Strategy: Developed a sophisticated promotional calendar aligned with product drops, seasons, and cultural moments
- SMS Integration: Implemented coordinated email and SMS campaigns for maximum reach and revenue impact
- Continuous Optimization: Aggressive A/B testing on copy, design, send times, and offers to maximize every campaign

Phase 3: Scale & Sophistication

- Advanced Personalization: Deployed dynamic content and product recommendations based on individual customer preferences
- Revenue Attribution: Implemented comprehensive tracking to prove email's impact on overall business performance
- Retention Focus: Built loyalty-driving campaigns that turned one-time buyers into repeat customers

The Results: A Revenue Revolution

\$11,000,000+

Total Revenue Generated Through Email & SMS

The Transformation at a Glance

Metric	Before	After The Final Touch
Monthly Total Sales	\$6,000,000	\$6,000,000
Monthly Email Revenue	\$50,000	\$1,548,000
Email Revenue %	<1%	26%
Email Growth Rate	—	3,000% Increase

Key Performance Metrics

\$11,000,000+ Total Revenue Generated	\$1.54M Monthly Email Revenue
25.8% Email Revenue Contribution	3,000% Email Revenue Growth

What We Built for Decarba

Core Email Flows

- **Welcome Series:** Multi-touch onboarding sequence that converts new subscribers into first-time buyers
- **Abandoned Cart Recovery:** High-converting flows that rescue lost sales with strategic timing and compelling offers
- **Post-Purchase Nurture:** Build customer loyalty and drive repeat purchases immediately after first sale
- **Browse Abandonment:** Capture interested shoppers who didn't add to cart and bring them back
- **Win-Back Campaigns:** Re-engage lapsed customers with targeted messaging and exclusive offers

Strategic Campaign Framework

- **Product Launch Campaigns:** Generate massive buzz and sales for new streetwear drops
- **Seasonal Promotions:** Drive revenue during key shopping periods with strategic timing
- **Segmented VIP Campaigns:** Exclusive offers for high-value customers to maximize lifetime value
- **Flash Sales & Limited Drops:** Create urgency and scarcity that drives immediate action

Email & SMS Integration

We didn't just optimize email—we created a coordinated multi-channel approach. By strategically integrating SMS with email campaigns, we reached customers at the perfect moment across their preferred channels, contributing to the \$11M+ total revenue generated.

The Impact: Why This Matters

- Email became their #1 revenue driver: From less than 1% to 36% of total sales
- Reduced acquisition costs: With email generating \$1.54M monthly, they rely less on expensive paid advertising
- Scalable growth: Built infrastructure that continues to generate millions without linear cost increases
- Customer retention: Sophisticated flows turn one-time buyers into loyal repeat customers
- Proven ROI: \$11M+ in attributed revenue speaks louder than any promise

From \$50K to \$1.54M Monthly. That's The Final Touch Effect

Designs which print revenue...

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EXTRA 25% OFF FOR 48HRS CODE: MONTHDEAL25

Use code: MONTHDEAL25

EXPRESS YOUR STYLE

48 Hour Flash Sale — 25% OFF!

Shop select outfits at a flat 25% OFF — just for the next 48 hours! Use code: **MONTHDEAL25** at checkout. Stocks are limited. Don't miss out

Use code: **MONTHDEAL25**

Grab stylish outfits before this deal disappears!

The Decarba Jacket of Bones

\$212.95 | \$126.95

DCRB Buggy Denim Jeans - Light Grey

\$126.95 | \$93.95

Knitted Wool DCRB Sweater

\$126.95 | \$93.95

DCRB Barrel Fit Joggers

\$87.95

Browse All Outfits

Sale end reminder: "Only 48 hours left!"

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No longer want to receive these emails?
Unsubscribe.

Decarba Nimrodstraat 13 Tilburg, 5042 WX

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MEN WOMEN CLEARANCE SALE ESSENTIALS

ESSENTIAL HEAT DROPS 48-HOUR FLASH. GO NOW

Countdown Timer

Clock's ticking — 48 hours to rip 20% off essentials. Tracksuits, tees, all swaggy. Slam code **ESSENTIALS20** at checkout and own the street for less.

Grab 20% Now

Tracksuits & Essentials

Light Grey Tracksuit Set

Snag 20% Off

Camo Tracksuit Set

Snag 20% Off

310 GSM Decarba Gradient Washed Hoodie

Snag 20% Off

DCRB Tracksuit Hoodie - Light Green

Snag 20% Off

Save Up to 20% off Today

Crush This Sale

Need help? Reply or DM @decarbashop — our crew's on it. You've got 48 hours to lock in **ESSENTIALS20**. Stay bold, stay Decarba.

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TEES DENIMS CLEARANCE SALE ESSENTIALS

BREAK THE MONTH DEALS

HALF THE MONTH. 10 ITEMS. 30% OFF

For a limited window, we're offering an extra 30% off just 10 handpicked products — our best sellers, customer favourites, and trending must-haves enter **MONTH30** at checkout.

DCRB Camo Zipper

Camouflage

Light Green

White

Black

Activate your 30% OFF

DCRB - Decarba Retro Fleece Jacket

Blue

Light Coffee

Knitted Wool DCRB Sweater

Apricot

Black

10 products. 30% off. Use code MONTH30 before the clock runs out!

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August Flash Sale — Extra 30% OFF!

Limited 48 hours to elevate your style with Decarba!

For the next 48 hours only, enjoy an extra 30% OFF on selected Decarba outfits. Use code **AUGUST30** at checkout.

Use Code **AUGUST30**

Shop Refused Change Street Denim Jorts

Shop DCRB Basic Tee

Hurry, styles are limited and this exclusive deal won't last!

Explore Full Collection

Shop Refused Change Vintage Football Tee

Shop Vintage Decarba Sport Joggers

Explore Full Collection

Shop DCRB Camo Shorts

Shop up your style with bold, classic short-cuffed trousers in various colors for relaxed comfort and standout appeal.

Explore Full Collection

See All Collection

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HURRY UP! GET 20% OFF WITH FREE SHIPPING. Extra 30% OFF!

Use code: **SUMMER20**

Save 20% Off with SUMMER20

Refused Change Vintage Football Tee

DCRB Distressed Football Mesh Tee

DCRB Camo Football Tee

Vintage Striped Tee

Explore Summer Essentials

DCRB Distressed Street Denim Jorts

DCRB Camo Shorts

DCRB Distressed Denim Jorts

Vintage Decarba Sport Joggers

Explore Summer Essentials

Grab 20% Off and free shipping just for 24 hours.

Us	Them
✓ Vintage-inspired streetwear style	✗ No distinctive style
✓ Fair price, true value	✗ Higher cost, lower value
✓ High-quality, durable fabrics	✗ Lower-quality materials
✓ Unique, trend-forward designs	✗ Generic and outdated looks

Save 20% Off with SUMMER20

Don't miss the hottest Summer Sale! Get 20% OFF with free shipping at Decarba. Use the code **SUMMER20**.

Save 20% Off with SUMMER20

Fuel Your Summer

Shop by Category

Tees	Jorts
Jewelry	Denims

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Ready to experience The Final Touch Effect for your brand?
We are the last touch your emails need to shine.
The Final Touch Marketing
Email Marketing Excellence, Delivered.