

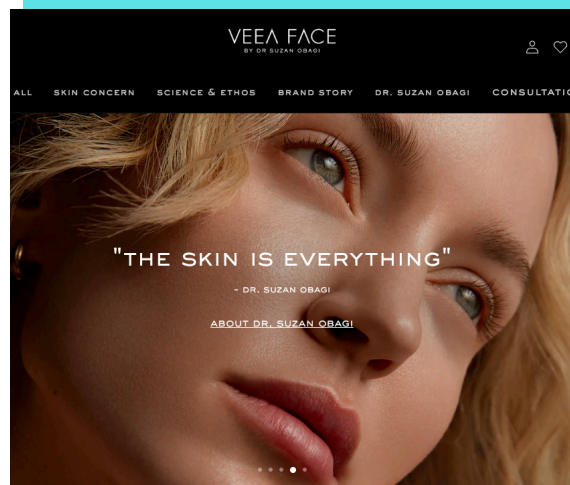
VEEA FACE

BY DR SUZAN OBAGI

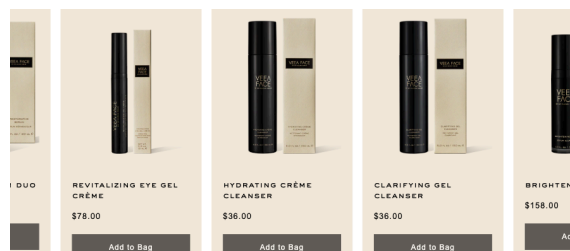
CLIENT OVERVIEW

Veea Face is a luxury DTC skincare brand that struggled with underperforming email marketing.

Their prior agency left them with a damaged sender reputation, bloated contact lists filled with bots, and emails that failed to convert.



CORE COLLECTION



OBJECTIVES

- Repair sender reputation and inbox placement
- Boost open rates and conversions
- Remove bot traffic from the list
- Build a clean, revenue-focused email system
- Make email a core revenue channel

SOLUTIONS

- Audited and rebuilt the email program using the Retention Performance Methodology
- Restored inbox placement and sender reputation in weeks
- Cleaned list by removing bots and inactive contacts
- Rebuilt all flows with behavior-based triggers
- Introduced segmentation to boost engagement
- Optimized design and content to avoid spam filters

Metric	Before	After	Industry Avg.
Open Rate	18%	75%	42.4%
Conversion Rate	0.023%	0.225%	0.05%
Revenue Per Recipient	\$0.068	\$0.347	\$0.09
Spam Complaints	0.093%	0.013%	0.018%



Retention Rockstar delivered a full-scale turnaround of Veea Face's email marketing program—transforming it from a low-performing, spam-prone channel into a reliable revenue driver. **Email now drives 25% of total monthly revenue**



www.retentionrockstar.com/book