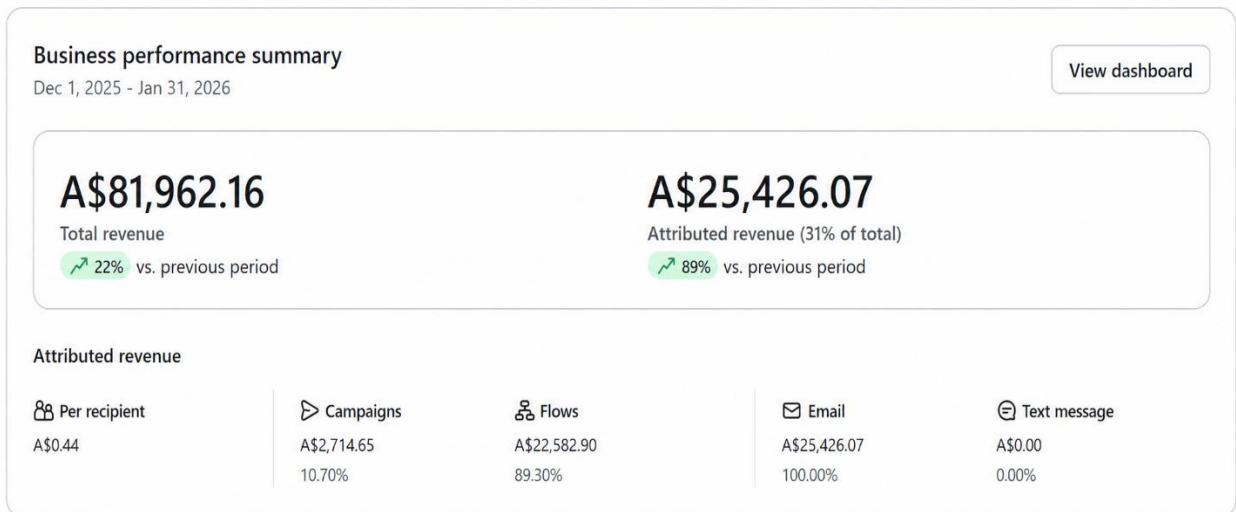


# How West Brothers Turned a Dormant Subscriber List into a 30%+ Revenue Channel in 60 Days.

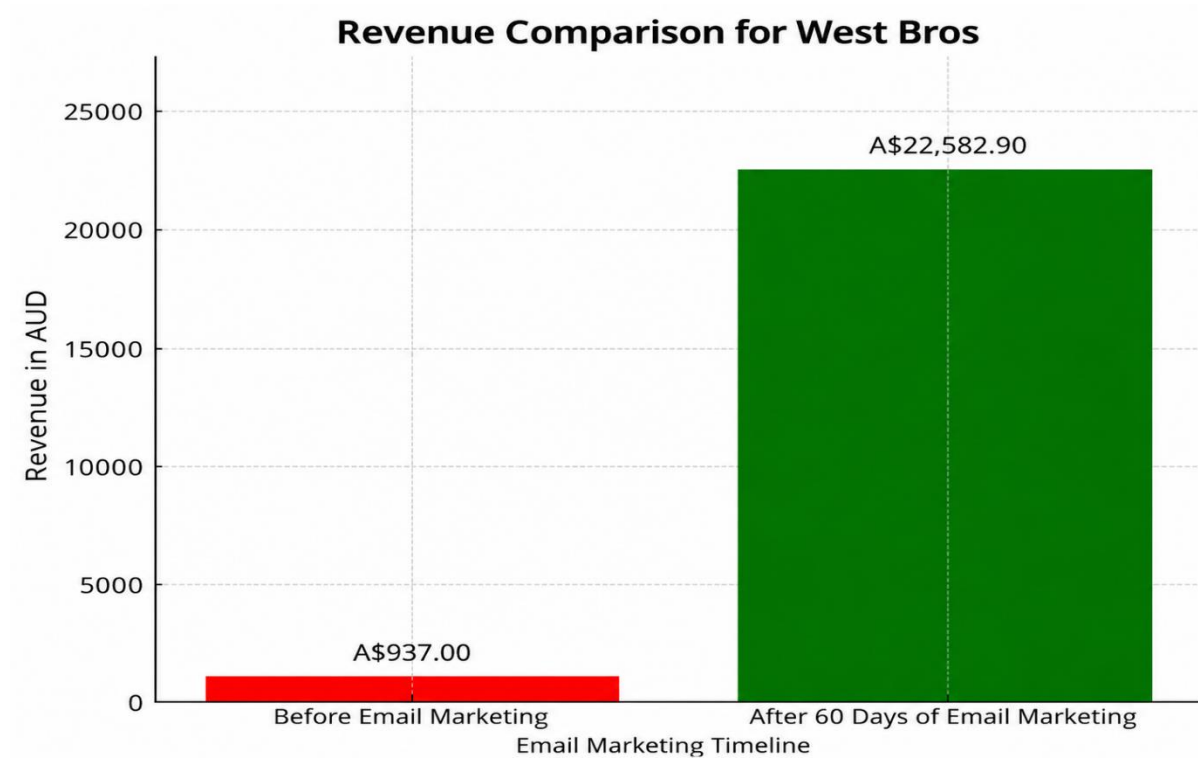
CLIENT	West Brothers
INDUSTRY	Streetwear & Footwear · Multi-Brand Retail
REGION	Australia
PLATFORM	Shopify + Klaviyo
ENGAGEMENT	December 2025 → Ongoing
SERVICES	Flow Buildout · Campaign Strategy · Email Design · Performance Optimization Segmentation

## Results at a glance, first 60 days (Dec 2025 to Jan 2026)



## Everything But a Working Email Program.

West Brothers had every signal of a Klaviyo-ready brand. A growing subscriber list. What they didn't have was a working email program.



The list was growing in the background. But there was a very basic welcome series greeting new subscribers, similar cart recovery catching lost revenue, no post-purchase flow setting up the second order, and no consistent broadcast cadence.

**Email was the single most valuable asset the brand wasn't using.**

### The Opening Position

When we took on the account in early December:

- **Active flows:** Only Two
- **Email-attributed revenue:** under 5% of total store revenue
- **Segmentation:** none
- **Campaign cadence:** none
- **Subscriber list:** substantial and warm — but uncultivated

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## A Phased Build.

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- **Segmentation & Dormant List Reactivation**

We segmented the database based on engagement, purchase behavior, and customer intent, then re-engaged inactive subscribers with personalized messaging and targeted offers.

- **Automation Rollout**

Core revenue-generating flows were launched first to capture high-intent customers and drive sales on autopilot.

- **Campaign Engine Growth**

Once the foundation was in place, we layered in consistent promotional campaigns to boost engagement and repeat purchases.

- **A/B Testing & Optimization**

Subject lines, send times, creative angles, and offers were continuously tested to improve open rates, clicks, and conversions.

- **Data-Led Improvements**

Ongoing list hygiene, audience refinement, and performance analysis ensured decisions were guided by real customer behavior — not assumptions.

### THE BUILD

## Six Flows. Fully Operational.

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Each flow purpose-built for the streetwear customer journey — from the moment they land on the site through the next-season repeat purchase. Designed in-brand, segmented, and individually QA'd before going live.

0 1

## Welcome Series

*3-email sequence*

The most expensive subscriber is the one you never convert. This flow introduces the brand, highlights best-sellers across men's, women's, and headwear, and uses a tiered welcome offer to drive first purchase before interest fades.

0 2

## Browse Abandonment

*3-email trigger*

Streetwear shoppers compare hard. Re-surfaces the exact product viewed, displays size availability, and softens friction with size-guide and After pay/Laybuy reminders.

0 3

## Abandoned Cart

*3-email recovery*

A structured recovery journey across 48 hours. Starts with a reminder, builds trust through reassurance (sizing, returns, payment options), and closes with a targeted incentive for carts that remain unconverted.

0 4

## Thank You Flow

*2-email trigger*

Post-purchase engagement designed to build trust and deepen brand connection, turning first-time buyers into repeat customers.

0 5

## Replenishment Flow

*2-email sequence*

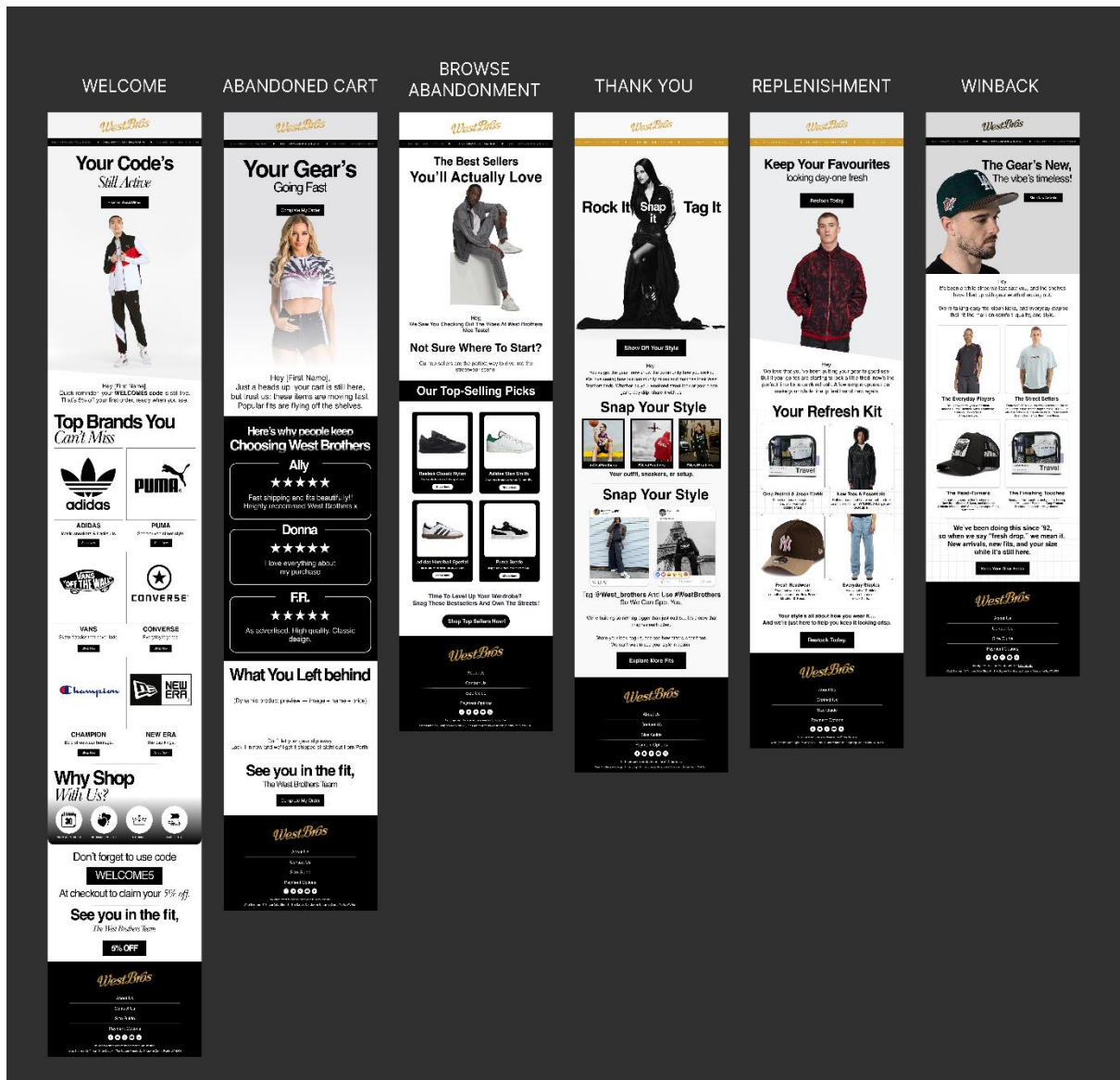
Timed to the customer lifecycle. Combines delivery updates, product care education, and review requests to drive repeat purchases and generate high-quality UGC.

0 6

## Win back

*3-email re-engagement*

Targets customers inactive for 90+ days with personalized messaging based on past purchases — from new drops to restocks — designed to reignite interest and drive return purchases.



Snippet of Each of the Automated Flows

## THE NUMBERS

# Where The Revenue Came From.

## Top-Performing Flows

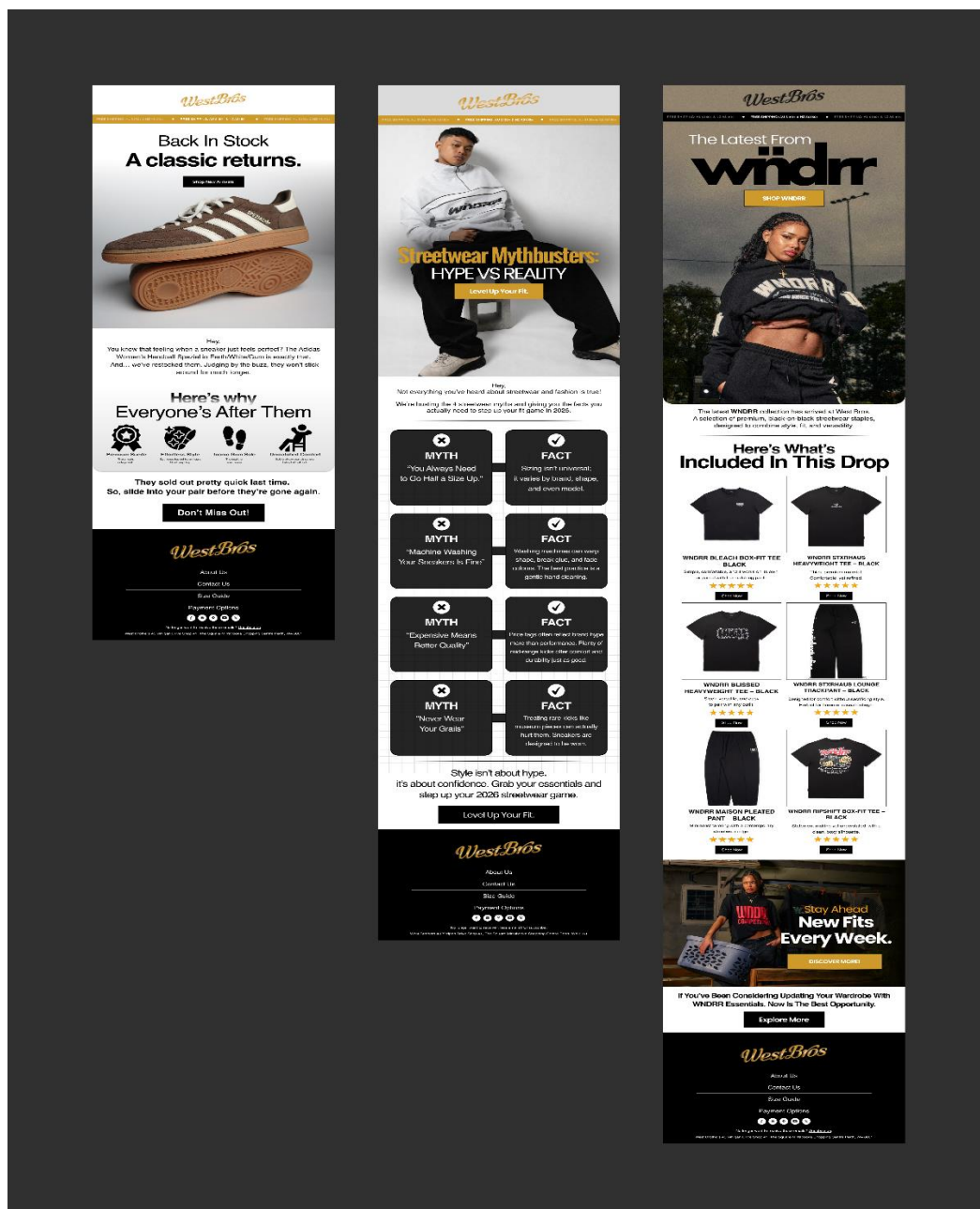
FLOW	REVENUE	OPEN RATE	CLICK RATE	PLACED-ORDER RATE
Welcome Series	AU\$7,822.95	56.8%	4.2%	3.1%
Abandoned Cart	AU\$5,755.27	51.3%	5.7%	8.4%
Replenishment	AU\$3,283.58	51.6%	6.8%	11.2%
Browse Abandonment	AU\$3,097.18	55.4%	3.1%	1.8%
Win back	AU\$1,751.67	32.5%	2.4%	1.1%
Thank You	AU\$872.27	49.7%	3.8%	0.6%

## Headline Metrics

- Total email-attributed revenue: **AU\$25,426**
- Email's share of total store revenue: **31%** (*up from under 5%*)
- Average open rate (flows & campaigns): **58.3%**
- Average click rate: **2.4%**
- List growth (month-over-month): **+8.4%**

## A Few Campaign That Performed Well During the Period (Dec 25 – Jan 26)

DATE	Campaign Name	Theme/ Focus	Revenue
Dec 2	Adidas Handball Spezial	Product Restock	\$435.80
Dec 18	Streetwear Mythbusters	Busting Common Myths	\$209.10
Jan 10	WNDRR Spotlight	Wndrr products	\$310.45



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WHY IT WORKED

## Four Things, Done Without Compromise.

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These aren't sequencing tricks or copy hacks. They're the operating principles every account at Outreach Gurkha runs on — and the reason results compound across the partnership rather than spiking and fading.

**01**

### Segmentation

Generic blasts are the fastest way to burn a list. Every campaign was segmented by gender affinity, product category interest, and engagement recency. Smaller audiences, sharper messages, better results.

**02**

### A/b Testing

Continuously testing different campaign variations to identify which performs better and determine the most responsive target audience.

**03**

### Speed Without Shortcuts

Six flows from architecture to live revenue in 21 days — without skipping QA, template hygiene, or segmentation logic. Speed is only valuable when nothing breaks downstream.

**04**

### Real-Time Optimization

Two flows were modified mid-month based on early data. The post-purchase review request was re-sequenced after the data showed AU delivery windows didn't align with the original trigger timing.

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#### NEXT-QUARTER TARGET

*Our next-quarter focus is to grow email's share of total store revenue from 31% to 40% through stronger campaigns, expanded automations, and better optimization.*

*We also aim to reduce welcome-flow drop-off by 20% with improved messaging, smarter sequencing, and stronger first-purchase conversion.*

#### FROM THE CLIENT

*"We had a healthy list and were doing nothing with it. Outreach Gurkha came in, mapped out the entire program, and had six flows live and producing inside of four weeks. Email went from afterthought to one of our top three revenue channels almost overnight. Beyond the numbers, the work itself is the cleanest we've seen — on-brand, on-time, and treated like it's their own store."*

**— Jedd · West Brothers**

## THE TAKEAWAY

# Sixty Days. A New Revenue Channel.

In 60 days, a dormant subscriber list became a measurable, predictable, AU\$25K/month revenue engine — and a leading indicator for what email could deliver across the rest of the year.

The foundation is in. The compounding has started.

***The most expensive thing a Shopify brand can do is sit on a warm list.***

## ABOUT OUTREACH GURKHA

Outreach Gurkha is a Klaviyo-focused email marketing partner for Shopify brands. We build, manage, and continuously optimize the retention engine — flows, campaigns, segmentation, deliverability, and creative — so the brand can focus on product, growth, and everything else.

The screenshot shows a booking interface for a 'Free Strategy & Discovery Call'. On the left, the host is Aaditya Bhatta. The call is 30 minutes long and includes web conferencing details. The text highlights that most online store owners miss out on 20-30% of extra revenue by not using email marketing effectively. The call will cover: how email marketing can boost revenue without increasing ad spend, and the biggest mistakes e-commerce brands make with email marketing. A 'Cookie settings' link is at the bottom left. On the right, a calendar for June 2025 is displayed, with dates 16 through 30 highlighted in blue circles. Below the calendar, the time zone is set to 'Nepal Time (15:50)'. A 'Powered by Calendly' logo is in the top right corner of the calendar area.

**Book A Call**