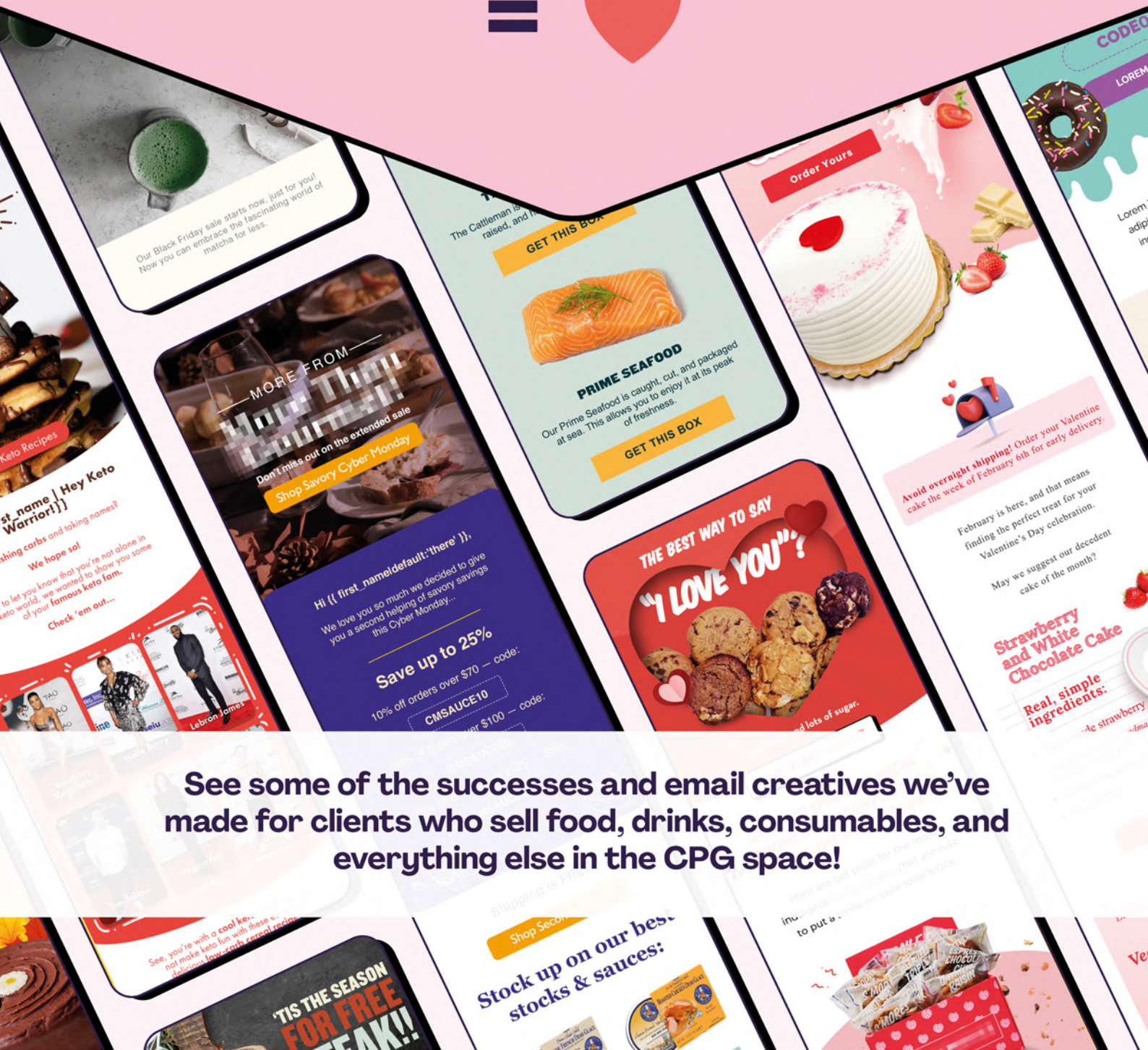




TEQUILA SUNRISE

+ C P G



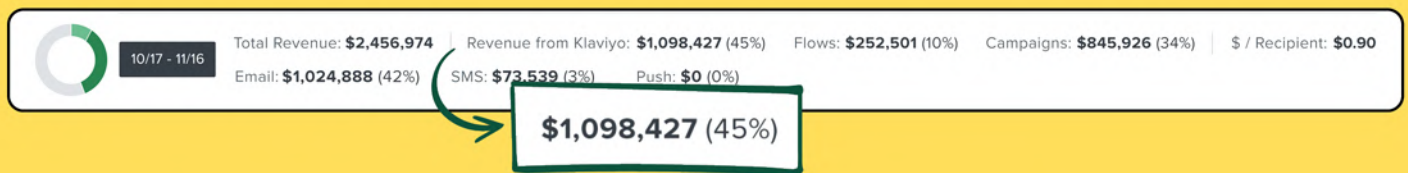
See some of the successes and email creatives we've made for clients who sell food, drinks, consumables, and everything else in the CPG space!

Klaviyo Revenue Grows to 45% Right Before BFCM

/ Organic, Farm-Raised Meat Delivery Brand

This client came to us looking to stabilize their revenue. They had built a huge organic meat distribution business, but they had very little setup in terms of their customer lifecycle journey. On top of that, BFCM was fast approaching so they needed a team that could get results quickly.

The Tequila Sunrise team was up for the challenge, and **we managed to grow email marketing to 45% of their revenue** before Black Friday even started!



The right email at the right time makes all the difference

The TQLA team saw an opportunity to tie in this brand's products with people looking to buy Christmas gifts. **\$94,863 is not bad for a post-BFCM campaign!**

TS - NL #7 - Highlight gifting options Email

Sent on Dec 9, 2022 at 7:30 pm in recipient's local timezone - EA - Engaged 120 days, Hawke 1 2 Month High Engagement, New

51.8% 60771 recipients

0.8% 972 recipients

\$94,863.00
455 recipients

FOR THE STEAK!
Get Two FREE 12oz Black Angus NY Steaks With Any Order
Use Code: **HOLIDAYSAVE**
CLAIM THIS OFFER

YOUR EXCELLENT HOLIDAY OFFER!
Save \$20 On Your First Box Back + Get Two FREE Prime Ribeyes
Use Code: **WELCOMEBACK**
CLAIM THIS OFFER

DUN DUN DUUUUN
YOUR FREEZER IS EMPTY!
STOCK UP NOW

Santa came early this year, and he's bringing steak!
Place any order with us, and we'll send you two FREE Black Angus NY Steaks.
Talk about delicious!

JUST USE CODE: HOLIDAYSAVE

ADD 'EM TO THESE BOXES...

MIND IF WE HEAT THIS RELATIONSHIP UP TO 10?
Enjoy stress-free holiday meals with our curated boxes and save \$20 on your first order back!
Plus, we'll throw in two of our most-loved prime ribeyes as an added bonus.

JUST USE CODE: WELCOMEBACK

We hate to break it to you, but...
Your freezer is empty!
Don't panic — your good friend Good Ranchers are here to help!
HERE'S WHAT WE RECOMMEND STOCKING UP WITH

Better Than Organic Chicken
Ranchers Classic
GET THIS BOX

GET THIS BOX

PROS
X Low/Ungraded Quality
X Costs Extra
X Imported From Overseas
X Prices Up Over 20% in 1 Year

MORE

From \$50,610 to \$181,617 in 6 Months

/ Sustainable Canadian Coffee Brand

This client came to us when they thought they had maxed out their email marketing revenue. They were already making 35% of their revenue from email marketing and didn't know if it was possible to grow.

After doing an in-depth audit of their customer lifecycle journey the TQLA team found plenty of opportunities to grow.

Before TQLA

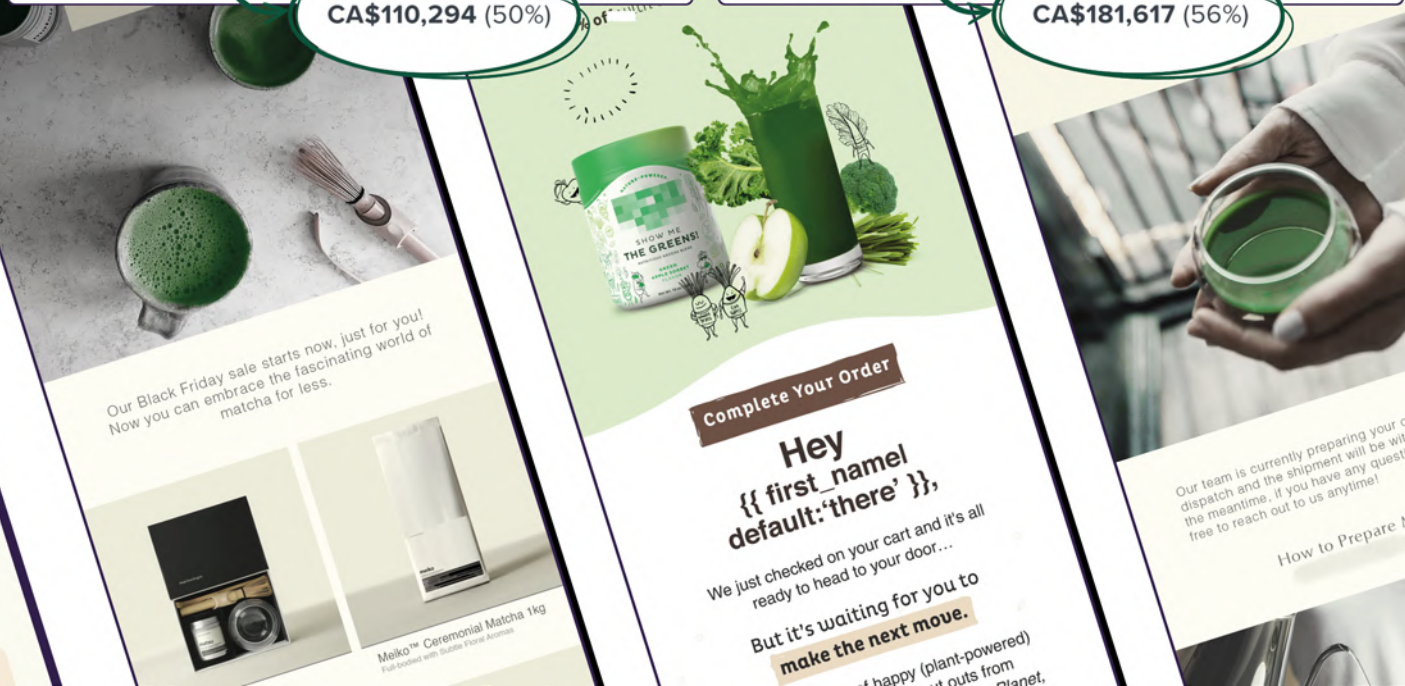
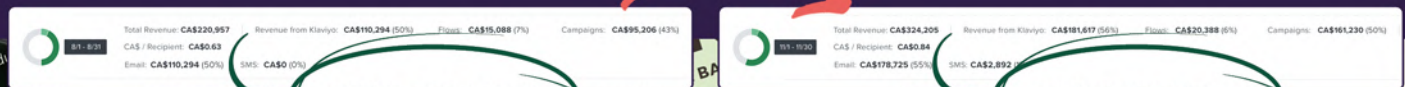


After 3 Months

After an in-depth audit of this client's account the TQLA team was able to identify a few big gaps in their email marketing strategy and **grow email marketing revenue from 35% of revenue to 50% of their revenue!**

After 6 Months

The gains didn't stop there, over BFCM **we were able to get email marketing to 56% of their revenue!** If they hadn't worked with TQLA they would have missed out on hundreds of thousands of dollars in extra revenue!



See a few more examples of brands we've worked with

Welcome to [Brand]
Enjoy 10% Off Your First Order
With Code: WELCOME10
SHOP NOW

At [Brand], our mission is to make your low-carb journey more fulfilling in every way. We believe that you can enjoy amazing, delicious, better-for-you low-carb (and low sugar!) products, without sacrificing taste or nutrition.

Let us inspire your journey with
10% OFF
your first order with us.

FLAVORS FOR EVERY OCCASION
WELL TRUSTED PICK

Are you always the last one to order when you're eating out with friends?
Do you struggle even with the smallest food menus?
Well, not anymore!
You want to eat everything, but you can only choose one.
With Mezcla Variety Packs, you can enjoy all 3 flavors of [Brand] in one box!

Peruvian Cocoa Peanut Butter
Japanese Matcha Vanilla
Mexican Hot Chocolate

Don't hem and haw ever again.
Enjoy [Brand] delicious and nutritious vegan-friendly protein bars in all 3 flavors, shipped right to your door!

TARA C.
"Amazing, I love them!"
"I absolutely love these plant protein bars. These are my new favorite go-to snacks. I am happy with my choice and beyond excited because they have healthy ingredients in them!"

Want to get in touch?
I am always happy to chat and am just a text away at [Brand]
You can also email us at [Brand]
Happy Snacking!

KE SNACKING
Highlight Of Your Day
GET MY [Brand]

Hey {{ first_name|default:'there' }}!
We've figured out two things:
Adulting is hard. And, snacks have been getting a bad rap for years.
Remember the days when you could grab your favorite cookies or brownies? And eat them guilt-free?
Not anymore...
Because with so much processed stuff on the market, you need a new go-to snack you can trust.

AT [Brand], WE'RE MAKING HEALTHY FUN AGAIN!
What you get is... a wholesome, yummy, low-carb goodie that makes snack time the best part of your day.
[Brand] is here to bring yours home!

BLACK FRIDAY
at [Brand]
15% OFF ON ALL CAKES

February Cake of the Month
Strawberry and White Chocolate Cake
Order Yours

Hi {{ first_name|default:'there' }}!
We love you so much we decided to give you a second helping of savory savings this Cyber Monday.

Save up to 25%
10% off orders over \$70 — code: CMSAUCE10
20% off orders over \$100 — code: CMSAUCE20
25% off orders over \$125 — code: CMSAUCE25

Shipping is FREE!
Shop Seconds Now!

Stock up on our best stocks & sauces:

Strawberry and White Chocolate Cake
Avoid overnight shipping! Order your Valentine cake the week of February 6th for early delivery.

February is here, and that means finding the perfect treat for your Valentine's Day celebration.
May we suggest our decadent cake of the month?
Strawberry and White Chocolate Cake
Real, simple ingredients:
• Homemade strawberry curd (cooked in grandma's original enamel pot)
• White chocolate ganache
• Real butter

THE BEST WAY TO SAY "I LOVE YOU!"
Sugar... lots and lots of sugar.
GIVE V-DAY [Brand]

LOOKING TO SPOIL YOUR SPECIAL SOMEONE WITH UNGODLY AMOUNTS OF SUGAR THIS VALENTINE'S DAY?
Here are our picks for the most indulgent [Brand] that are sure to put a smile on your lover's face.

What's that?
YOU WERE THINKING ABOUT GIVING A BOX OF CHOCOLATES INSTEAD?
That's so unoriginal. Why not give a box of [Brand] instead?

Either way, when you give the gift of [Brand] we guarantee this will be on Valentine's Day not soon forgotten!

Looking for a bite-sized treat instead?
Try our Vegan Red Velvet Minkins!

These Minkins are a beautiful ruby red hue coated with nut-free sweet vegan cream cheese icing, making them a Valentine's Day hit.

P.S. Don't forget to share your Valentine's Day traditions with us on social media — we want to share the love!

See 'y'all around, Kin at Dairy Queen

MOVING SALE In Effect
MOVE10
Shop & Save

'TIS THE SEASON FOR FREE STEAK!!
Get Two Free 12oz Black Angus NY Steaks With Any Order
Use Code: HOLIDAYSAVE

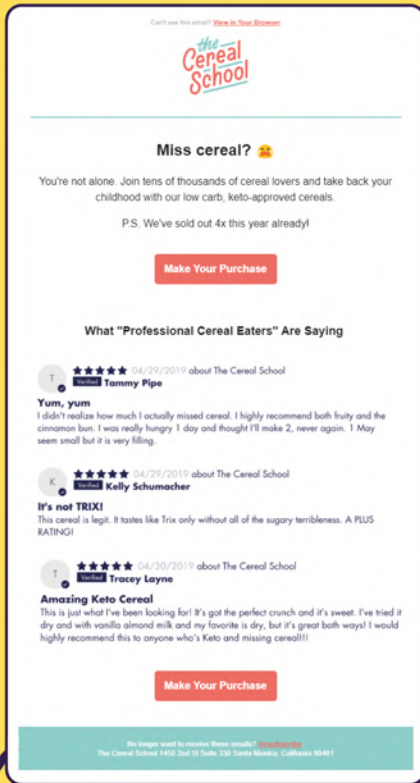
4 MOUTH-WATERING RECIPES TO SHARE
With Your Valentine This Year

Planning on staying in this year for Valentine's Day? You'll enjoy a romantic

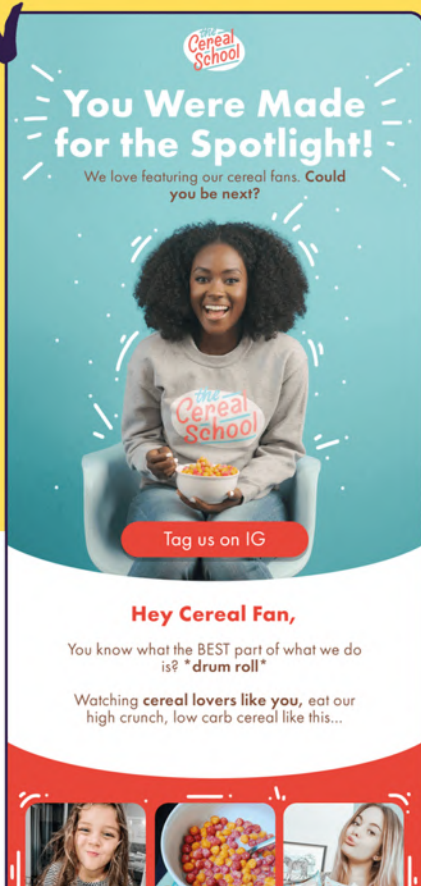
With Code: [Brand]

150X Campaign Revenue Growth in Less Than 60 Days

/ Case Study: Schoolyard Snacks Before TQLA



*Email Marketing Before Tequila Sunrise



While Schoolyard Snacks (formerly the Cereal School) already had a large mailing list and some flow automations in place, there was almost no revenue being generated from campaigns and a lot of missed revenue from the poor quality of their automated flows.

Finally, The Cereal School was missing many key email flows and specialty flows that were particularly relevant to the CPG business model. The few flows already in place were underperforming due to improper set-up and low quality.

On top of that, their emails were low quality and did not fit the quality of their products.

The Game Plan

After doing a deep audit of their email marketing strategy we found some huge areas of opportunities to expand on their customer lifecycle journey through email marketing. **Here are the top 3 areas we worked on:**

- Increase revenue from campaigns by segmenting the email list more strategically to optimize recipients, open rates, and click-through rates.
- Create better opt-in forms to increase conversion rates from store traffic to list sign-ups.
- Expand the customer journey through new behavior-based automation.

A Complete Email Design Overhaul

We always start with a beautiful e-mail template containing a pleasing header that combines the best of visual design, intriguing copywriting, and a clear call to action.

You can see concise and impactful text, written by our expert copywriters, that stays relevant to the consumers' lives while staying true to Schoolyard Snacks' voice.

150X Campaign Revenue Growth in Less Than 60 Days

/ Case Study: Schoolyard Snacks Before TQLA

The Results

We grew email marketing from \$10,738 per month to \$177,467 within the first month of our emails being live, a 16.5x increase!

Before Working With Us

\$10,738

Revenue From Klaviyo (3%)

\$9,315

Flow Revenue

\$1,422

Campaign Revenue (0%)

Results After Working With Us

\$177,467

Revenue From Klaviyo (21%)

\$22,315

Flow Revenue

\$154,882

Campaign Revenue (19%)

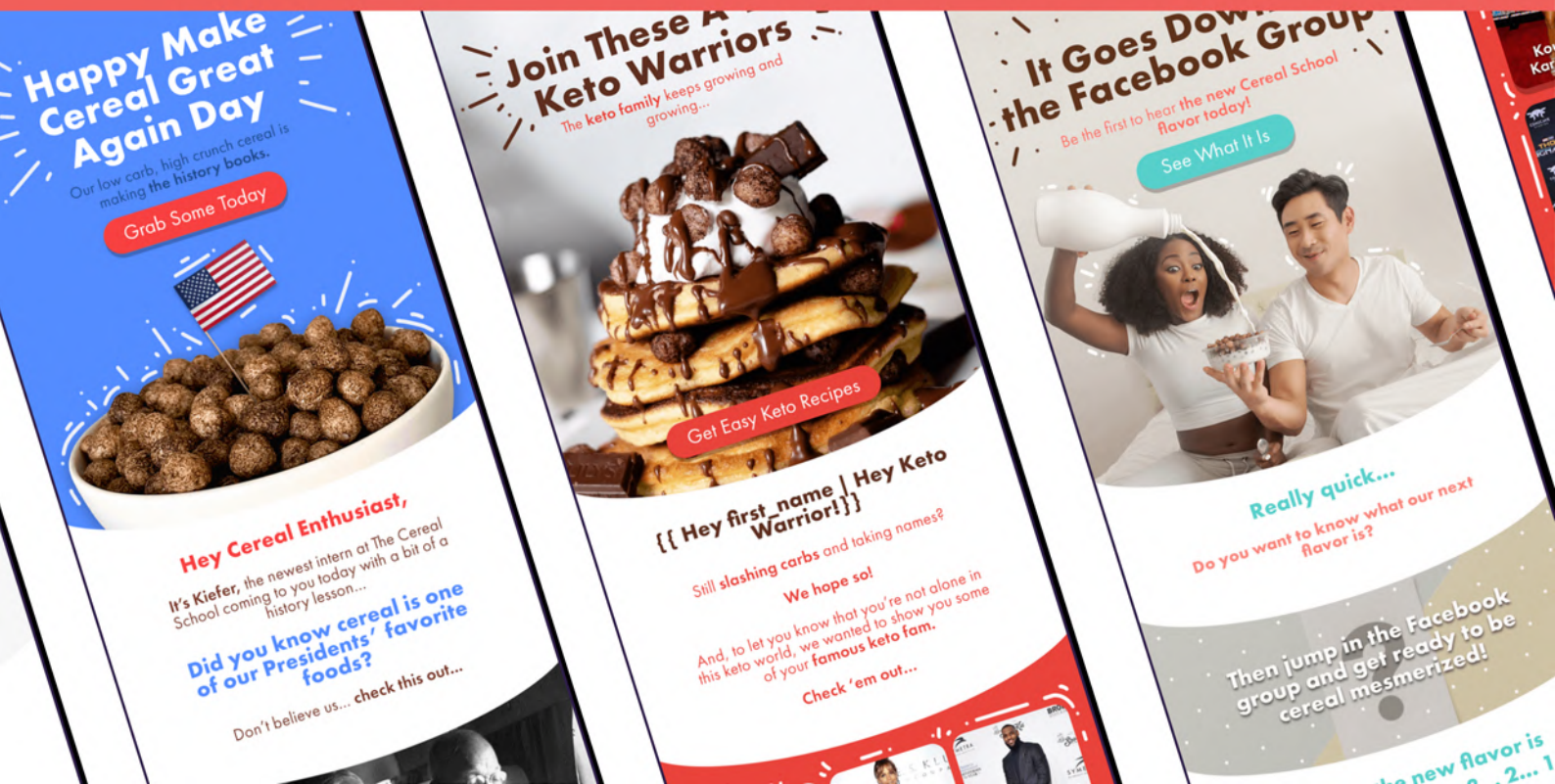
But don't take our word for it, see what Helen and Dylan had to say about working with Tequila Sunrise (formerly Email Allstars)



"We're a 7 figure per month ecommerce store... Email Allstars helped us generate an extra couple hundred thousand dollars per month with email marketing"



- Helen & Dylan
The Cereal School



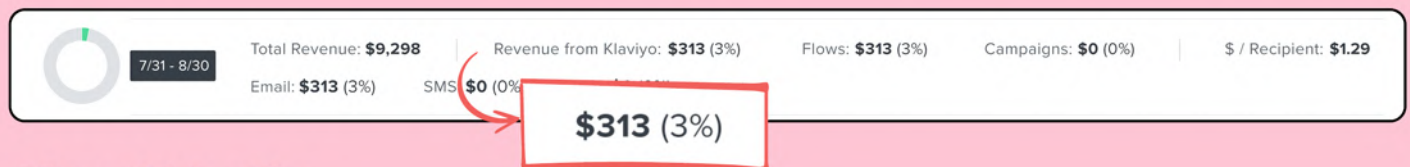
A Growing Retail Store Went from 3% to 17% in Revenue with Email Marketing

/ Premium Cooking Spices and Sauces Brand

This client came to us as they were looking to launch their online presence. They had done an incredible job of growing their business in retail and were looking to make the next step of growing their online presence.

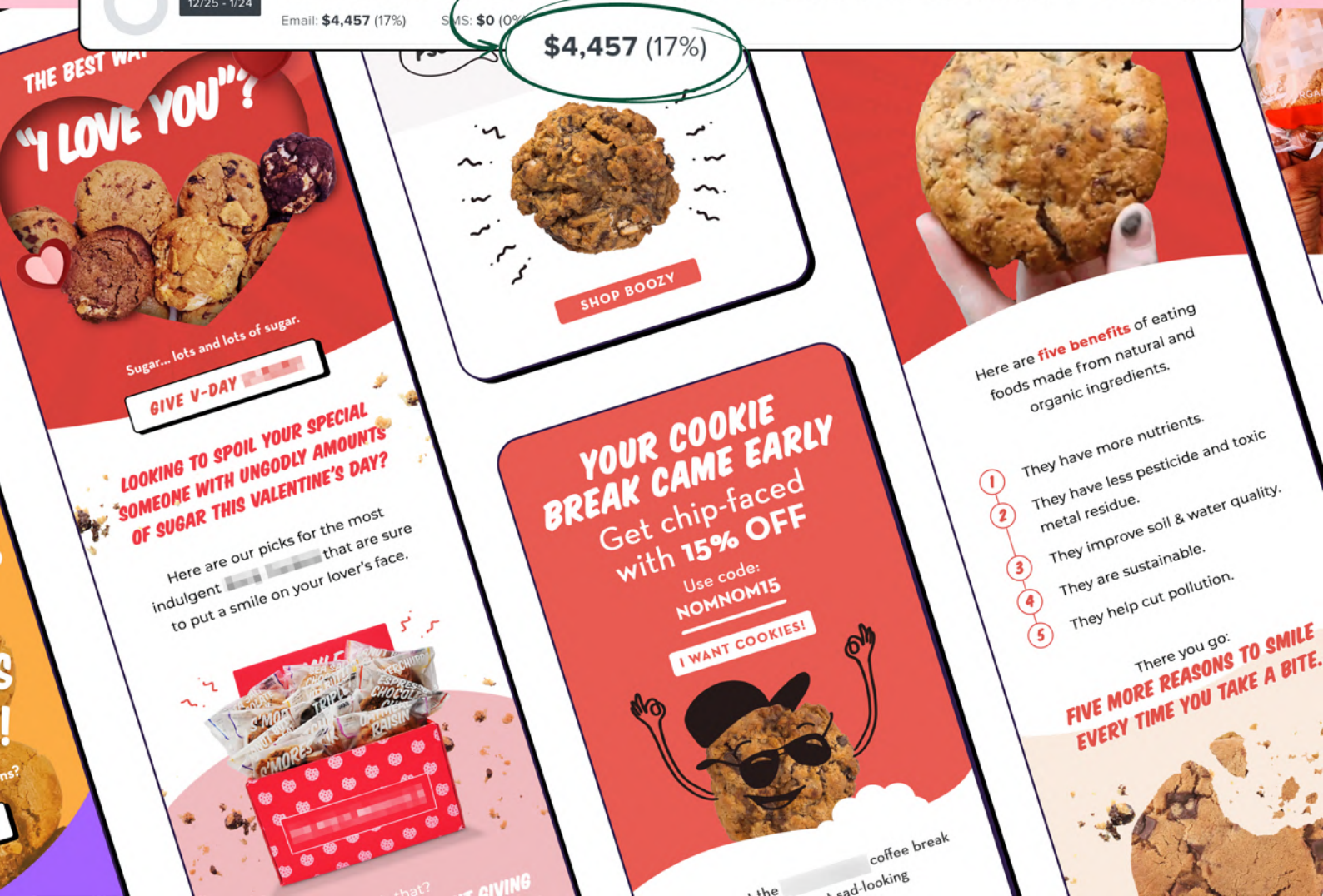
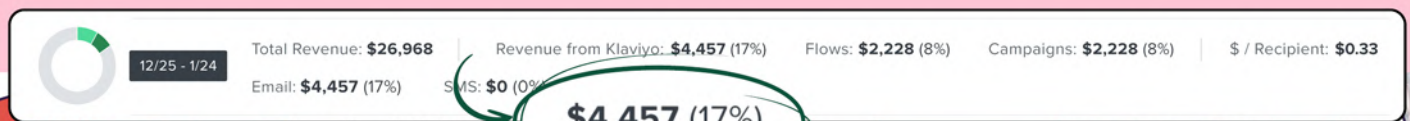
Before TQLA

Before working with us, they had almost no sales coming in from their online store.



After 6 Months

We helped them massively scale up their online presence and grow their email list. Alongside their massive growth, we were able to build their entire customer lifecycle journey from scratch and build a huge base of repeat customers out of thin air.



Lackluster Email Marketing Doubled in Revenue After 1 Month with TQLA

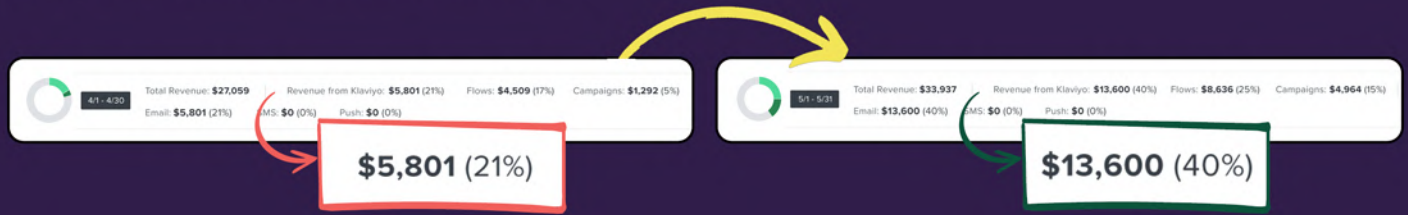
/ Authentic Italian Olive Oil Brand

Before TQLA

This brand came has a huge retail presence, but was lacking in their online sales. They had set up a few email flows but were looking to scale up their sales and customer retention.

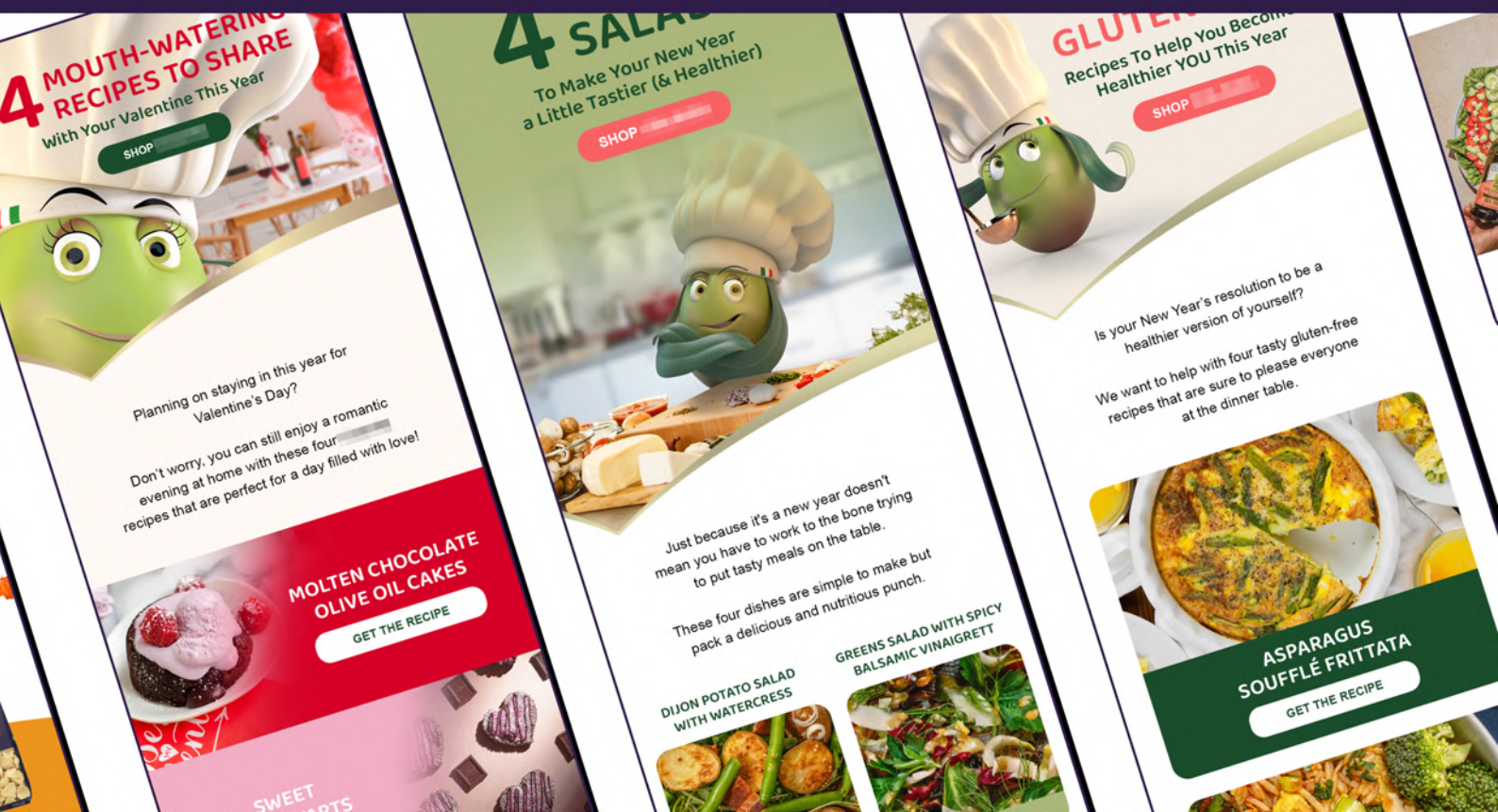
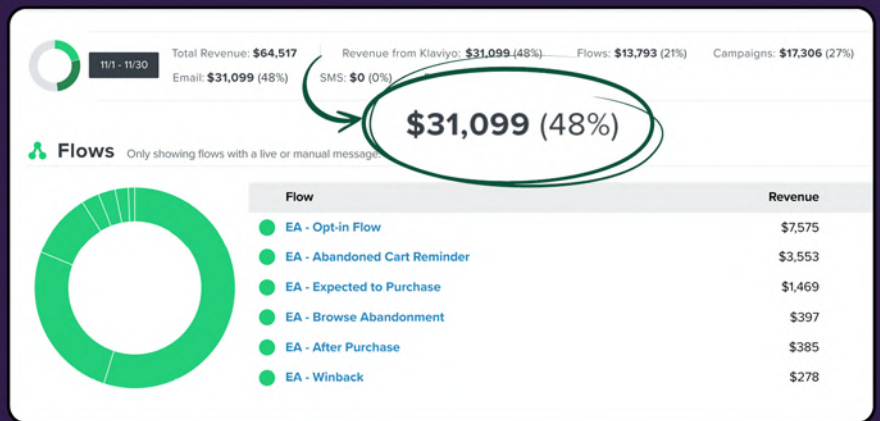
After 1 Month of TQLA

After just one month of our emails being live, we were able to nearly double their email marketing revenue from 21% to 40%!



TQLA and BFCM

We continued to grow their email marketing revenue to 48% of their sales. Bringing them nearly 3x the revenue they would have achieved without our email marketing magic!





Want to get *results*
like these for your
CPG brand?

Book a call here to see how we
can do the same for you:

[Click here to book a call](#) ▶