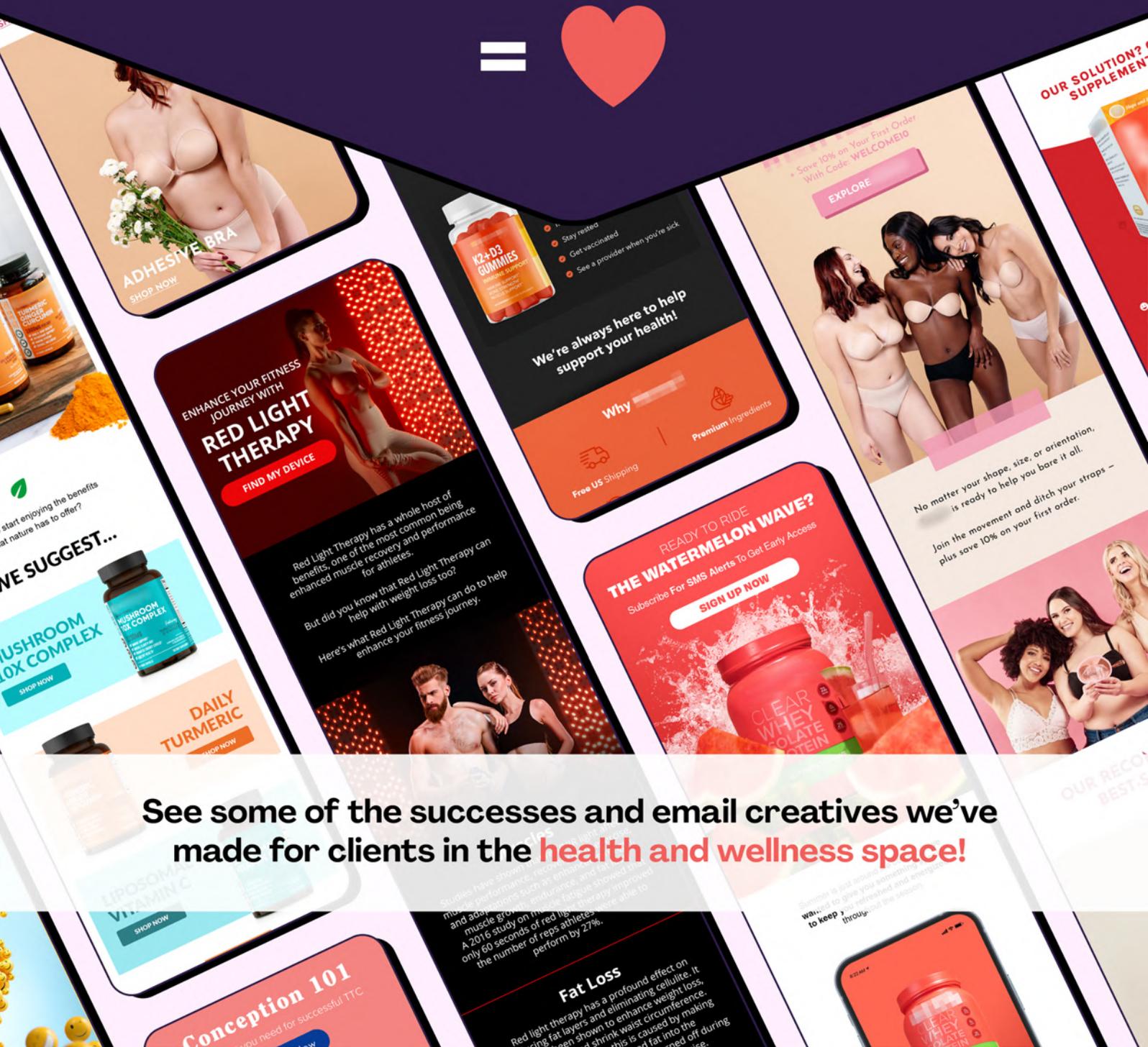




# TEQUILA SUNRISE

+ HEALTH AND WELLNESS



See some of the successes and email creatives we've made for clients in the **health and wellness space!**

**YOUR SPECIAL GIFT**  
 IS ABOUT TO EXPIRE, FOR GOOD  
 Get 20% off with code: **BALANCE20**

**Shop & Save**

Wondering how to get started on ditching the nasties living everywhere in food nowadays?

Don't worry, we make it simple.

With our products that are made entirely out of the good stuff that springs from the soil!

Designed to give you the energy and balance you need (the twin pillars of human nutrition). Not to mention, the **tasty satisfaction**.

But don't just take our word for it! **Hear it from our customers:**

“This is the best tasting plant-based protein I've found. I have been using products for a couple years now. I'll never go back to another plant-based protein after having this one.”  
 -Jessica B.

“It tastes super good! The first couple times I had it, I made it with just hot water. Now I dress it up with a little honey and oat milk. It was really easy to transition into my daily routine. After two or three mornings, I was hooked.”  
 -Taylor B.

Plus with **Free shipping on orders over \$50+** and our **90-day guarantee**, you're in good hands at - we promise we're here to support your journey from the ground up.

Today's the last day for **20% OFF** your order with code: **BALANCE20**  
 \*\*Code valid for 48 hours, not applicable to subscribe & save orders.

**Shop Now**

Don't know where to begin? Check out the Kitchen for some tasty, clean recipe inspiration!

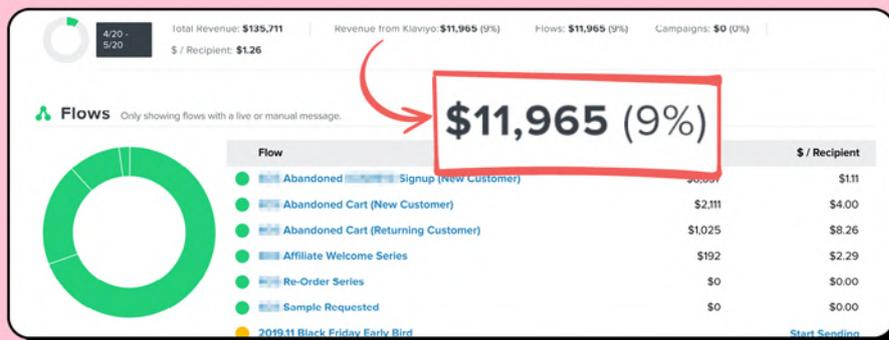
**I Want The Recipes**

# From \$11,968 in 1 Month to \$86,456 in 6 Months

/ Plant-Based Protein Powder Brand

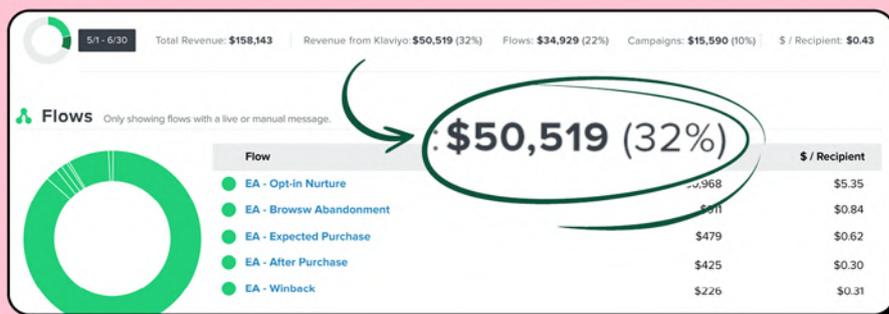
## Before TQLA

This brand came to us with no campaign sales and a lackluster flow strategy in place.



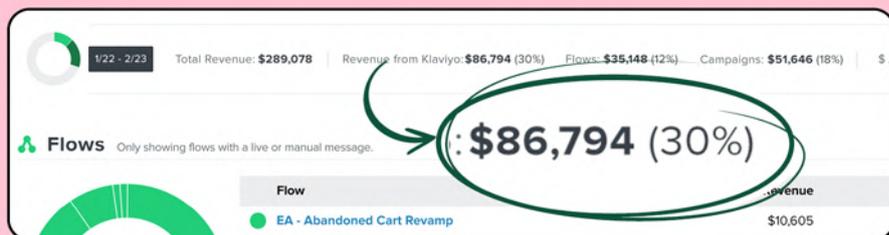
## Month 1

Within the first month of our emails launching we were able to get them to over 30% of their revenue coming from email marketing.



## After 6 Months

Over the next 6 months we were able to help them massively scale up their business, bringing them over \$86,000 per month with over 30% of their revenue coming from email marketing!



# A 68.3% Open Rate That's Worth the Shot of TQLA

/ Anti-Aging Brand

This client was nervous about us taking over their email marketing campaigns, so we proposed a test.

We split their list in half, and wrote the campaign content for one-half of their list. Their internal team wrote the content for the other half of their list. Same offer, same list, but the results were incredible!



## Results

*Our email ended up performing 2.3x better than theirs!*

After that, they handed over the keys to their entire email list and we'll let the results speak for themselves:

CLIENT



<b>OFFER_221_01_01 New Year Sale</b> Sent on Jan 1, 2022 at 12:00 pm - Active Subscribers - Medium Window+Open120days + 1x buyer, Active Subscribers - Medium Window+Open120days + prospects	<b>28.4%</b>	<b>1.7%</b>	<b>\$4,104.80</b>
<b>EA - NL #2 Promotion email - Save up to 40% until January 9</b> Sent on Jan 1, 2022 at 12:00 pm in recipient's local timezone - Active Subscribers - Medium Window+Open120days + Autoship	<b>29.3%</b>	<b>1.3%</b>	<b>\$8,960.79</b>

## Campaigns

<b>TS - NL232V1 OFFER2023_02_23 CELLULAR HEALTH 50% off for prospects</b> Sent on Feb 23, 2023 at 4:00 pm in recipient's local timezone - Active Subscribers - Medium Window+Open120days + 1x buyer, Active Subscribers - Medium Window+Open120days + prospects	<b>35.3%</b>	<b>0.6%</b>	<b>\$4,993.13</b>
<b>TS - NL232V3 OFFER2023_02_23 CELLULAR HEALTH 30% for 4x buyer, autoship</b> Sent on Feb 23, 2023 at 4:00 pm in recipient's local timezone - Active Subscribers - Medium Window+Open120days + 4x buyer, Active Subscribers - Medium Window+Open120days + Autoship	<b>42.8%</b>	<b>1.2%</b>	<b>\$1,866.65</b>
<b>TS - NL231 4 Steps to keep your mind sharp at any age blog content</b> Sent on Feb 22, 2023 at 10:00 am in recipient's local timezone - Active Subscribers - Medium Window+Open120days, TS - Engaged 120 days	<b>35.4%</b>	<b>1.0%</b>	<b>\$7,022.60</b>
<b>TS - NL227 High Protein Low-Carb Snacks for Healthy Aging Blog Content</b> Sent on Feb 14, 2023 at 4:00 pm in recipient's local timezone - Active Subscribers - Medium Window+Open120days, TS - Engaged 120 days	<b>38.4%</b>	<b>1.2%</b>	<b>\$5,996.38</b>
<b>TS - NL226 OFFER 2023_02_12 BLOODFLOW-7 (3/3) A/B Test</b> Sent A/B on Feb 12, 2023 at 3:00 pm - Active Subscribers - Medium Window+Open120days, TS - Engaged 120 days	<b>37.3%</b>	<b>1.1%</b>	<b>\$11,506.61</b>
<b>SMS Campaign 2023-02-12 BLOODFLOW-7</b> Sent on Feb 12, 2023 at 11:00 pm in recipient's local timezone - SMS Subscribers	-	<b>4.2%</b>	<b>\$2,191.88</b>
<b>TS - NL225 OFFER 2023_02_11 BLOODFLOW-7 (2/3) A/B Test</b> Sent A/B on Feb 11, 2023 at 12:00 pm - Active Subscribers - Medium Window+Open120days, TS - Engaged 120 days	<b>37.3%</b>	<b>1.4%</b>	<b>\$7,933.27</b>
<b>TS - NL224 OFFER 2023_02_09 BLOODFLOW-7 (1/3) A/B Test</b> Sent A/B on Feb 9, 2023 at 4:00 pm - Active Subscribers - Medium Window+Open120days, TS - Engaged 120 days	<b>38.8%</b>	<b>1.6%</b>	<b>\$15,224.48</b>
<b>ARTICLE 02_07_2023 5 Ways to Strengthen Your Heart</b> Sent on Feb 7, 2023 at 4:00 am in recipient's local timezone - Active Subscribers - Medium Window+Open120days, TS - Engaged 120 days	<b>39.6%</b>	<b>1.4%</b>	<b>\$6,506.10</b>
<b>TS - NL219 OFFER 2023_02_05 Thymo Gel Promo Last Chance</b> Sent A/B on Feb 5, 2023 at 3:00 pm - Active Subscribers - Medium Window+Open120days, TS - Engaged 120 days	<b>38.0%</b>	<b>0.6%</b>	<b>\$8,905.42</b>

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

**FEEL SEXY & STUNNING**  
Save 10% on Your First Order With Code: WELCOME10

EXPLORE



No matter your shape, size, or orientation, is ready to help you bare it all.

Join the movement and ditch your straps – plus save 10% on your first order.



**OUR RECOMMENDED BEST-SELLERS**

**BREAST LIFT TAPE**  
SHOP NOW



**REUSABLE NIPPLE**  
SHOP NOW



ENHANCE YOUR FITNESS JOURNEY WITH **RED LIGHT THERAPY**

FIND MY DEVICE

Red Light Therapy has a whole host of benefits, one of the most common being enhanced muscle recovery and performance for athletes.

But did you know that Red Light Therapy can help with weight loss too?

Here's what Red Light Therapy can do to help enhance your fitness journey.



**Muscles**

Studies have shown that red/NIR light affect muscle performance, recovery from exercise, and adaptations such as enhanced strength, muscle growth, endurance, and fat loss. A 2016 study on muscle fatigue showed that only 60 seconds of red light therapy improved the number of reps athletes were able to perform by 27%.

**Fat Loss**

Red light therapy has a profound effect on reducing fat layers and eliminating cellulite. It has also been shown to enhance weight loss, fat burning, and shrink waist circumference. Researchers believe this is caused by making fat cells release stored fat into the bloodstream, where it can be burned off during energy expenditure or via exercise.

FIND MY DEVICE

SIMPLY CHOOSE YOUR DESIRED TECH, and be sure to use code: **WELCOME10**

**PORTABLE**

**HOME, GYM, STUDIO**

**STANDS**

**SAVE A BREAST**  
 Regularly Get Tested!

SHOP NOW



October is Breast Cancer Awareness Month, and we wanted to take a moment to remind all our friends to get screened and tested regularly.

**HOW TO CONDUCT AN AT-HOME BREAST EXAM:**

- Once a month, 3-5 days after periods
- Examining breast and armpit with raised arm
- Use fingertips with massage oil or shower gel
- Up and down
- Wedges
- Circles
- Examine breasts in the mirror for lumps or skin dimpling
- Change in skin color or texture
- Nipple deformation, color change or leaks of any fluid

We also wanted to remind you that every purchase of Raque helps to fund the National Breast Cancer Foundation!

We continually donate 10 percent of all net sales (up to \$20,000 annually), so you can feel good about supporting yourself as well as women everywhere.

**WHY**

- 10% of proceeds are donated to breast cancer research and awareness.
- Everything we make is meant to help empower women.

**Are You Ready To Level Up?**  
 Get **\$50 off** when you book with code:

BOOK TODAY

Hey {{ first\_name|default:'there' }},

Welcome to our online sports coaching and training community! We are happy to have you here and can't wait to help you grow in your athletic journey.

was created to help passionate athletes have access to coaching, training, and advice anytime, from top athletes around the world. We've made it easy through the marketplace!

**Join us for free today, no strings attached!**

Would you like top tips from your favourite athletes?

JOIN TODAY

Are you an athlete looking to build your brand and inspire others?

SIGN UP & BOOK A DEMO

We're backing you all the way, **Team**

- 100% Satisfaction Guarantee
- Secure payment and delivery to you
- Backed By The #1 Sports Accelerator
- Top Ranked Athlete Advisors

**Take Back Control of Your Health**  
 For 15% off your next order, use code: [dynamic code]

Return To Cart



Hey {{ first\_name|default:'there' }},

Ready to take back control of your health & wellbeing?

Our remedies are comprised of ingredients that have proven effective for thousands of years. Combine that with modern technology and stringent 3rd party lab testing, and you've got a recipe for holistic success!

Use code: [dynamic code] for 15% off  
\*\* Code valid for 24 hours only. Terms & Conditions apply.



[Merge Abandoned Cart]

Complete Your Order

**You're in safe hands**

- 44 awards across 25 products
- 3rd generation American family-owned business
- Manufactured in the USA
- Free shipping on orders over \$49

**Verified Purchaser (Nerve Shield)**

Use code: [dynamic code] for 15% off  
\*\* Code valid for 24 hours only. Terms & Conditions apply.

Return To Cart

**Try us risk-free:**

We offer a no-questions-asked, 60-day money-back guarantee on most products and 90 days for Nerve Shield™.

if you have any questions, please don't hesitate to get in touch with us. Our Customer Care team is here & happy to help!

**Warrant, Refund, Return, Insurance**

\*\*Disclaimer: These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

Caution is for online customers only and not to be combined with any other discount. Discount valid only on Express.../dynamic code...



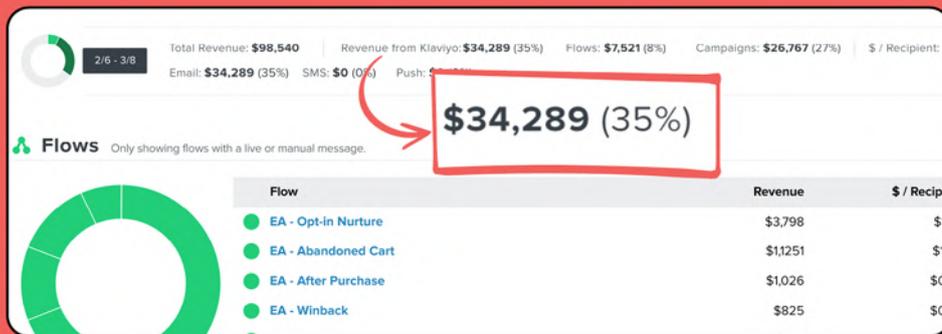
# From Bad Campaign Engagements to a Solid Open Rate of 56.8% in 3 Months

/ Women's Health and Wellness Brand

They came to us with very little email marketing in place, and bad engagement on their campaigns.

## After 3 Months of Working Together

After working with us for a few months, here's what we were able to achieve



## Campaign Successes

We were able to turn their old "dead" list into a consistent money-printing machine!

Campaign	Open Rate	Click Rate	Revenue
TS- NL#61 Happy Holidays	56.8%	0.2%	\$2,466.24
TS- NL#63 Christmas sale reminder email	62.7%	1.4%	\$3,075.10
TS- NL#66 Blog Highlight - Carbs	65.8%	0.7%	\$1,541.76
TS- NL#60 Get Gifts for Christmas Promo - Buy one product get one free	57.8%	1.3%	\$3,738.05
TS- NL#59 Clean Label Project certification - Purity Award explained	56.3%	0.5%	\$2,153.99
TS- NL#57 Thanksgiving promo / Black Friday is included REMINDER	56.2%	0.6%	\$2,978.42
TS- NL#58 Small Business Saturday	50.6%	0.6%	\$3,443.75
TS- NL#55 Ambassador Program recruitment	57.2%	0.9%	\$1,874.95
TS- NL#56 Wellness Library 5th Anniversary Promo	57.8%	1.7%	\$13,726.62
TS- NL#54 25% on Wellness Library for DIM correct links	62.9%	1.0%	\$2,456.81

Welcome To  
**A New Way Of Living**

Welcome to **Wellness10**. Use code: **WELLNESS10** for 10% off

[Shop Now](#)

Hey {{ first\_name }}  
default: 'there' }},

Wellness10 Library was created as a means to help people on their journey to beautiful and balanced health.

As a thank you for joining the **Wellness10** family, take **10% OFF** your first purchase

Using Code: **WELLNESS10**

[Shop Now](#)

\*Offer expires in 72 hrs\*

**Take A Closer Look**

**Myo & D-Chiro Inositol**  
120 Vegetarian Capsules | 40:1 ratio  
[Learn More](#)

**NAC**  
120 Vegetarian Capsules | 600mg  
[Learn More](#)

**Berberine**  
90 Vegetarian Capsules | 1500mg  
[Learn More](#)

After three years and **100,000** happy customers, we still love hearing your success stories:

“I got pregnant within one to two months of taking these! I can't recommend them enough!”

★★★★★

Heather S.

**Questions?**  
Contact us here or email us at [sales@wellness10.com](mailto:sales@wellness10.com)

Love,  
family

# New Email Marketing Campaigns Generate over \$15,000 Each Send



/ Premium Supplement Brand

This client wanted us to take over their campaign strategy for their huge list (over 50,000 recipients) that they had not been engaging with regularly.

## BEFORE

This client wanted us to take over their campaign strategy for their huge list (over 50,000 recipients) that they had not been engaging with regularly.

## AFTER

Now they consistently make an extra \$50,000 per month, and our campaigns regularly generate over \$15,000 each send!

Total Revenue: **\$495,948** | Revenue from Klaviyo: **\$77,817 (16%)** | Flows: **\$64,084** (13%)  
 Email: **\$77,817 (16%)** | SMS: **\$0 (0%)** | Push: **\$0 (0%)**

**\$77,817 (16%)**

Total Revenue: **\$555,784** | Revenue from Klaviyo: **\$127,671 (23%)** | Flows: **\$63,199** (11%)  
 Email: **\$127,671 (23%)** | SMS: **\$0 (0%)** | Push: **\$0 (0%)**

**\$127,671 (23%)**

## Campaigns

<input type="checkbox"/> <b>Sample Pack BIS</b> <span>Email</span> Sent on Feb 20, 2023 at 6:00 pm - TS - All Profiles	<b>58.1%</b>	<b>3.4%</b>	<b>\$16,398.64</b>
46773 recipients	2746 recipients	763 recipients	
<input type="checkbox"/> <b>TS - February NL #2: BOGO Promo [Day-of]</b> <span>Email</span> Sent on Feb 14, 2023 at 8:00 am - TS - All Profiles	<b>45.1%</b>	<b>1.9%</b>	<b>\$30,955.71</b>
25964 recipients	1100 recipients	330 recipients	
<input type="checkbox"/> <b>TS - February NL #1: BOGO Promo [Hype] 2nd Attempt</b> <span>Email</span> Sent on Feb 13, 2023 at 7:00 pm - TS - Engaged 120 Days (M	<b>57.1%</b>	<b>2.3%</b>	<b>\$17,117.11</b>
13292 recipients	544 recipients	162 recipients	
<input type="checkbox"/> <b>TS - February NL #3: Try Our Saple Packs!</b> <span>Email</span> Sent on Feb 27, 2023 at 9:37 pm - TS - Engaged 120 Days (M	-	-	-
<input type="checkbox"/> <b>TS - February NL #1: BOGO Promo [Hype]</b> <span>Email</span> Canceled During Send on Feb 13, 2023 at 6:15 pm - TS - Eng	<b>57.3%</b>	<b>2.1%</b>	<b>\$15,521.41</b>
13287 recipients	487 recipients	144 recipients	

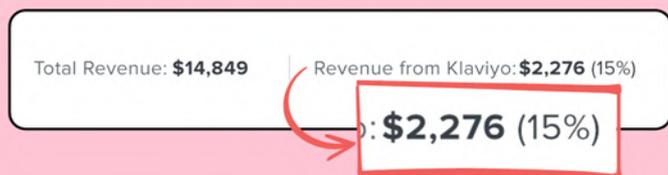
# From \$2,276 to \$50,699 Revenue Boost With Email Marketing

/ Bodybuilding Brand

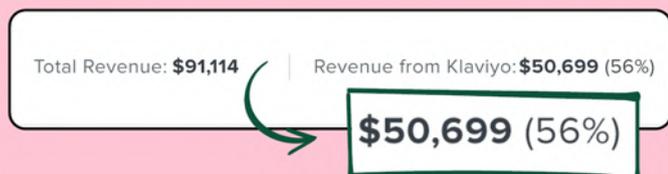
This small client was just starting out and wanted to create an email marketing strategy to go along with their paid ads.

## Before

Because we were able to get their email marketing strategy in place as they were scaling up, the results were incredible. Over 56% of their revenue now comes from email marketing!



## After





Want to get  
results like these  
for your Health and  
Wellness brand?

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

[Click here to book a call](#) ▶