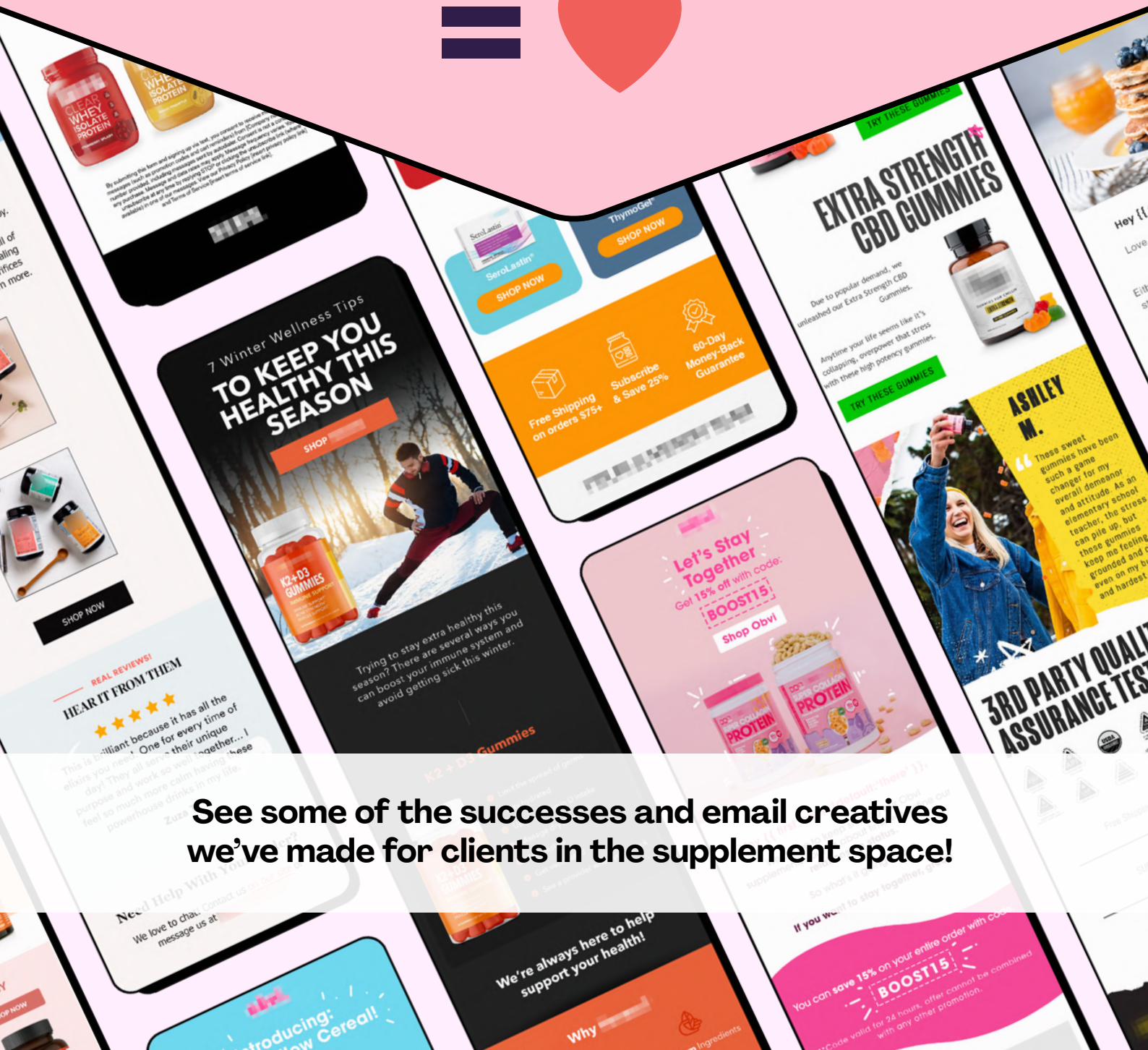
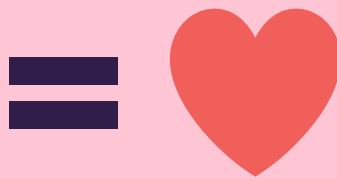


TEQUILA SUNRISE

+ SUPPLEMENTS



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

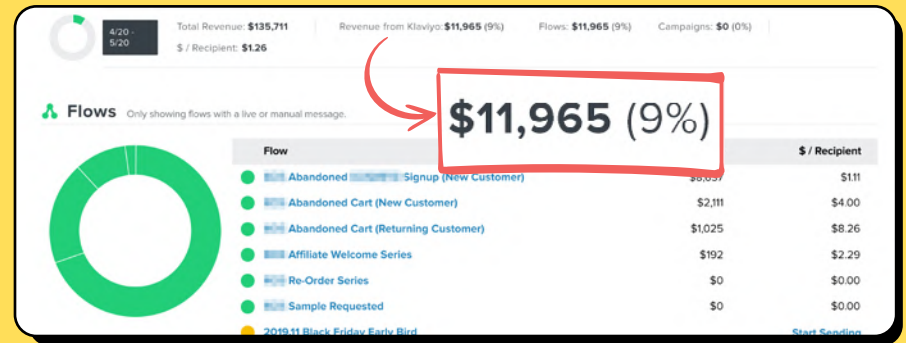


From \$11,968 in 1 Month to \$86,456 in 6 Months

/ Plant-Based Protein Powder Brand

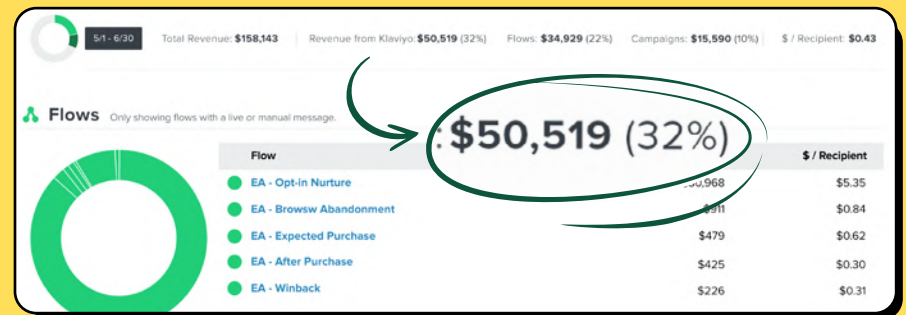
Before TQLA

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



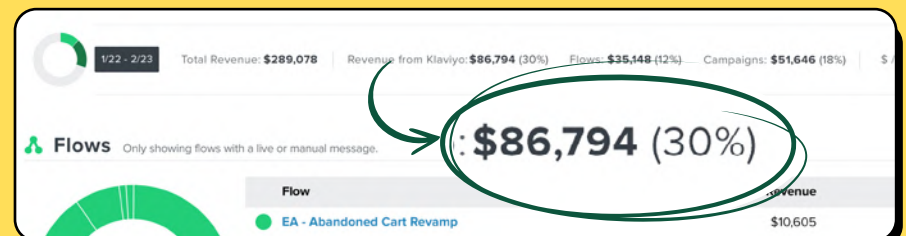
Month 1

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 Supplement 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



OFFER_221_01_01 New Year Sale Sent on Jan 1, 2022 at 12:00 pm - Active Subscribers - Medium Window+Open120days + prospects	28.4% 1177 recipients	1.7% 280 recipients	\$4,104.80 39 recipients
EA - NL #2 Promotion email - Save up to 40% until January 9 Sent on Jan 1, 2022 at 12:00 pm in recipient's local timezone - Active Subscribers - Medium Window+Open120days + Autoship	29.3% 11769 recipients	1.3% 526 recipients	\$8,960.79 76 recipients

Campaigns

TS - NL232V1 OFFER2023_02_23 CELLULAR HEALTH 50% off for prospects 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	35.3% 23227 recipients	0.6% 406 recipients	\$4,993.13 64 recipients
TS - NL232V3 OFFER2023_02_23 CELLULAR HEALTH 30% for 4x buyer, autoship 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	42.8% 2179 recipients	1.2% 61 recipients	\$1,866.65 26 recipients
TS - NL2314 Steps to keep your mind sharp at any age blog content Sent on Feb 22, 2023 at 10:00 am in recipient's local timezone - Active Subscribers - Medium Window+Open120days, TS - Engaged 120 days	35.4% 2804 recipients	1.0% 772 recipients	\$7,022.60 71 recipients
TS - NL227 High Protein Low-Carb Snacks for Healthy Aging Blog Content Sent on Feb 14, 2023 at 4:00 pm in recipient's local timezone - Active Subscribers - Medium Window+Open120days, TS - Engaged 120 days	38.4% 29194 recipients	1.2% 949 recipients	\$5,996.38 89 recipients
TS - NL226 OFFER 2023_02_12 BLOODFLOW-7 (3/3) A/B Test Sent A/B on Feb 12, 2023 at 3:00 pm - Active Subscribers - Medium Window+Open120days, TS - Engaged 120 days	37.3% 25941 recipients	1.1% 789 recipients	\$11,506.61 148 recipients
SMS Campaign 2023-02-12 BLOODFLOW-7 Sent on Feb 12, 2023 at 11:00 pm in recipient's local timezone - SMS Subscribers	-	4.2% 517 recipients	\$2,191.88 23 recipients
TS - NL225 OFFER 2023_02_11 BLOODFLOW-7 (2/3) A/B Test Sent A/B on Feb 11, 2023 at 12:00 pm - Active Subscribers - Medium Window+Open120days, TS - Engaged 120 days	37.3% 26464 recipients	1.4% 911 recipients	\$7,933.27 96 recipients
TS - NL224 OFFER 2023_02_09 BLOODFLOW-7 (1/3) A/B Test Sent A/B on Feb 9, 2023 at 4:00 pm - Active Subscribers - Medium Window+Open120days, TS - Engaged 120 days	38.8% 26888 recipients	1.6% 1075 recipients	\$15,224.48 179 recipients
ARTICLE 02_07_2023 5 Ways to Strengthen Your Heart Sent on Feb 7, 2023 at 4:00 am in recipient's local timezone - Active Subscribers - Medium Window+Open120days, TS - Engaged 120 days	39.6% 28784 recipients	1.4% 1011 recipients	\$6,506.10 112 recipients
TS - NL219 OFFER 2023_02_05 Thymo Gel Promo Last Chance Sent A/B on Feb 5, 2023 at 3:00 pm - Active Subscribers - Medium Window+Open120days, TS - Engaged 120 days	38.0% 35428 recipients	0.6% 559 recipients	\$8,905.42 111 recipients

See a few examples of brands we've worked with

kindred
piggybank savings and mouthfeeling goodness get 10% off with code: **piggybank10**

shop now

hello, it's kindred.
our mouth-melting lozenges will give you a bunch of good mouthfeelings...

get you cheery with a variety of functional flavors...

and let you bounce through your day while frusting our plant goodness to be your little helper!

oh, and today we'll be kind to your piggy bank, too...

get 10% off using code: **piggybank10**

from our friend **Tiffany T**
★★★★★
"love love love the defend and mood bundle! sooo yummy and the mood really calms me down and puts me at ease. I 100% recommend these bad boys!"

why kindred?
grow against the odds: adaptogenic blends and aromatic flavors for a unique full body experience.
nurture with nature: our meltly mouth goodness is kept wholesome that means functional ingredients, gluten free, and lab tested for quality!
confident shopping: get free shipping on all u.s orders and 30 day returns.
pretty on the inside: we're cute and smart all the way through - our herbalist creator and the candy hall-of-fame scientist who blended us said so!

Shop Now

Have questions?
askus@kindred.com

from cali with love.
founder + ceo, alisa p

TALK ABOUT THE BEAR NECESSITIES
WE NEED OUR CBD GUMMIES!

BROWSE CBD GUMMIES

Looking for an extra beary boost to your day?

STRAWBERRY CBD GUMMIES

Our juicy Bira Bearies are taken daily to elevate your mood while increasing your immunity.

Plus, 5% of every bottle sold is donated to the breast cancer charity: The Pink Agenda.

TRY THESE GUMMIES

EXTRA STRENGTH CBD GUMMIES

Due to popular demand, we unleashed our Extra Strength CBD Gummies.

Anytime your life seems like it's collapsing, overpower that stress with these high potency gummies.

TRY THESE GUMMIES

ASHLEY M.
"These sweet gummies have been such a game changer for my overall demeanor and attitude. As an elementary school teacher, the stress can pile up, but these gummies keep me feeling grounded and calm, even on my busiest and hardest days."

3RD PARTY QUALITY ASSURANCE TESTING

Free Shipping on Orders \$50+

SUBSCRIBE & SAVE 20%

100% Money-Back Guarantee

FOUR IMMUNE BOOSTING TIPS

These tips don't just fight off those nasty colds and flus, they also support a number of your body's systems and general health, so you'll see an overall pep in your step!

- Vitamin D**
Not getting enough sun year-round? Make sure you're supplementing with a good quality Vitamin D3. It helps protect the body from infections by activating white blood cells and enhancing the clearance of bacteria.
- Sleep**
A run-down body results in a weak immune system. Getting 8 hours is essential for immune functions.
- Bee Products**
All raw bee products are great for immunity as they pack antioxidant, antiviral, and antibacterial properties. We recommend raw honey in loose leaf tea and bee propolis throat spray.
- Diet**
A wholesome diet is the best way to prevent sickness since about 70% of our immune system is in our gut. Drinking plenty of water, eating brightly colored fruits and veggies, and incorporating botanicals such as lion's mane, reishi mushroom, astragalus, ashwagandha, turmeric, and ginger (what our elixirs are made of) make for an abundant routine.

THIS is defense

Adaptogenic Immunity Bundle

Zing Loose Leaf Herbal Tea

The Life
Anti-inflammatory and antioxidant **mango turmeric ginger smoothie** with a tropical twist to support your immune system.

Get Free U.S. Shipping \$45+

Introducing: **Marshmallow Cereal!**

Get It Now

Hey {{ first_name|default:'there' }},
Do you miss those ooey-goopy marshmallow cereals you used to love as a kid?
Us too! That's why we wanted to introduce you to...

Our NEW: **MARSHMALLOW CEREAL Super Collagen Protein**

Get Yours Today

RS. Did you know you can build your own Bundle?

Choose Any 3 Items
GET 15% OFF + FREE SHAKER CUP!
Bundle & Save

This tasty marshmallow treat is filled with all the same wholesome benefits as our Super Collagen line, and is here to stay!

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

★★★★★
"Finally, my leg is all better. I had bought a lot of products. Ointments, medicated creams, and pills. Nothing works. Then I got this. I have a damaged myelin sheath. It is healed. I'm looking forward to buying more in the future."
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!

Visit Us Today: [www.kindred.com](#)

TEQUILA SUNRISE

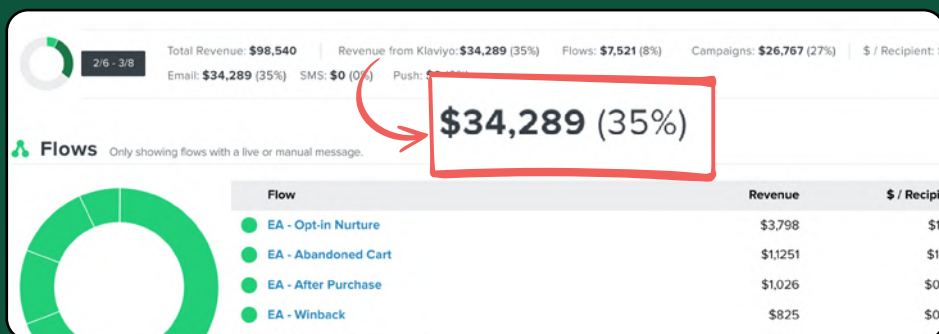
From Bad Campaign Engagements to a Solid Open Rate of 56.8% in 3 Months

/ Premium Supplement 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:

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

Questions?
Contact us here or email us at hello@wellness10.com

Love,
[Signature]
family

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



/ Premium Protein Powder Brand

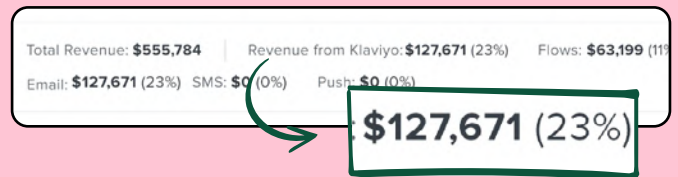
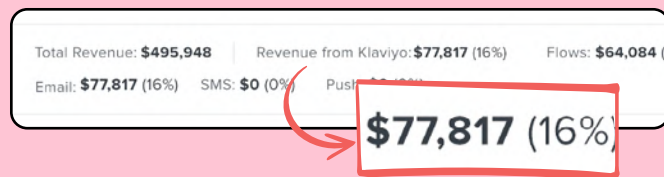
This client wanted us to take over their campaign strategy for their huge list (over 50,000 recipients) that they had not been engaging with regularly.

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!



Campaigns

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

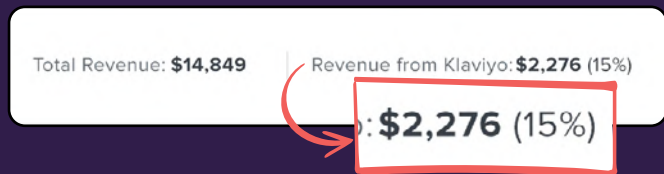
From \$2,276 to \$50,699 Revenue Boost With Email Marketing

/ Bodybuilding Protein Powder Brand

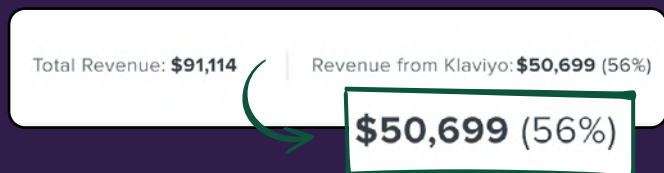
This small client was just starting out and wanted to create an email marketing strategy to go along with their paid ads.

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



Head On Over to Nature's Roots & Get Back to Nature at its Roots.

We miss you over at Nature's Roots. We always strive to bring you clean, natural, and potent supplements that are expertly formulated for maximum results. Here are some amazing new products we think you'll love.

[MERGE NEW ARRIVAL] [MERGE NEW ARRIVAL] [MERGE NEW ARRIVAL]

SHOP NOW SHOP NOW SHOP NOW

OR SHOP BY HEALTH NEED

- NOOTROPICS (BRAIN): SHOP NOW, KRILL OIL
- PERFORMANCE: SHOP NOW, BERBERIC ROOTS & CURCUMIN
- HORMONE: SHOP NOW, ADAPTOGEN COMPLEX
- ENERGY: SHOP NOW, LANEK & BIQUINOL
- DIGESTION: SHOP NOW, PROBIOTIC OIL SUPPORT
- IMMUNITY: SHOP NOW, LIPOSOMAL VITAMIN C
- SLEEP: SHOP NOW, NATURAL SLEEP
- BEAUTY: SHOP NOW, TYPE I & III COLLAGEN

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SECURE PAYMENTS POWERED BY STRIPE & PAYPAL

SUBSCRIBE & SAVE

Get your order shipped to you every month and save 25%. No minimum required, cancel anytime.

Simple Protein Pancakes:

Go ahead, have breakfast for dinner. We won't judge.

GIVE ME PANCAKES

Hey {{ first_name|default:'there' }},

Love pancakes but hate how nutritionally useless they are?

Either you're emphatically agreeing, or you're still trying to figure out if nutritionally useless actually makes grammatical sense.

While you're distracted, here's our recipe for delicious and easy-to-make protein pancakes.

Here's what you'll need:

- 1 Banana
- 2 Eggs
- 1/8 tsp cinnamon
- 1 Serving of fitopl vanilla & goji plant protein

Directions:

Blend in a blender, cook on a non-stick skillet, top with fruits, chia, seeds, and almond butter. Thank the fitopl fam for this tastebud-pleasing recipe (optional). Never use your brain again with our handy page of tried and true recipes.

RECIPES

SUPERFOODS ARE ALWAYS:

- Non-GMO Certified
- Gluten-Free Certified
- Vegan Certified
- B Corp Certified

Later,

EXPERIENCE HEALTHY LIVING

& Save 10% With Code:

WELCOME10 SHOP NOW

Hey {{ first_name|default:'there' }},

Taking the first step to healthy, sustainable living can be tough!

That's why we want to help you jumpstart your new wellness journey with 10% off your first order!

Just enter code: WELCOME10 at checkout, and voila: sweet, sustainable goods are on their way!



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

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

Click here to book a call ▶