KAYSUN

ULTRACOR CASE STUDY

How Ultracor made Klaviyo responsible for 68% of store revenue

A deliverability, segmentation and lifecycle rebuild that untangled overlapping flows and turned email, SMS and campaign planning into a connected retention engine.

EMAIL

SMS

RETENTION

KLAVIYO

THE OUTCOME

This was not a design refresh. It was a retention rebuild.

Kaysun began working with Ultracor in October 2024. Within the supplied November 2-December 2 dashboard, Klaviyo was credited with more than two-thirds of total store revenue.

$116.7K
Klaviyo-attributed revenue

68.44%
Share of total revenue

+343%
Versus the displayed previous period

$20.3K
Revenue from automated flows

The commercial change

Email stopped operating as a collection of overlapping sends. It became a coordinated system built around inbox health, customer state, campaign planning and the right automated next step.

Source period: Nov 2-Dec 2, 2024. Results reflect the account's configured attribution settings.

BEFORE KAYSUN

Strong product. Fragmented retention.

The problem was not a lack of emails. It was a lack of coordinated relevance and inbox health.

- Creative did not match the quality of the brand
- Deliverability issues and weak inbox placement
- Too many emails landed in the Promotions tab
- High bounce rate weakened list health
- No dependable segmentation framework
- No consistent campaign strategy or monthly rhythm
- Flows overlapped and competed with one another
- No sunset journey for disengaged subscribers
- No complete win-back system
- Repeat purchase and CLTV needed a connected journey

The diagnosis: every extra send was amplifying an uncoordinated system. The account needed fewer collisions, clearer customer states and a deliberate path back to purchase.

THE REBUILD

One system. Four essential layers.

Kaysun rebuilt the program so the message, recipient, timing and next step supported one another.

1 Deliverability

Reduce list risk, control bounce and suppression behavior, and rebuild the conditions required for healthier inbox placement.

2 Segmentation

Group subscribers by engagement, behavior and purchase context so campaigns stop treating the whole database the same.

3 Flow repair

Untangle overlapping automations, rebuild triggers and exclusions, and make each flow responsible for a defined moment.

4 Win-back + sunset

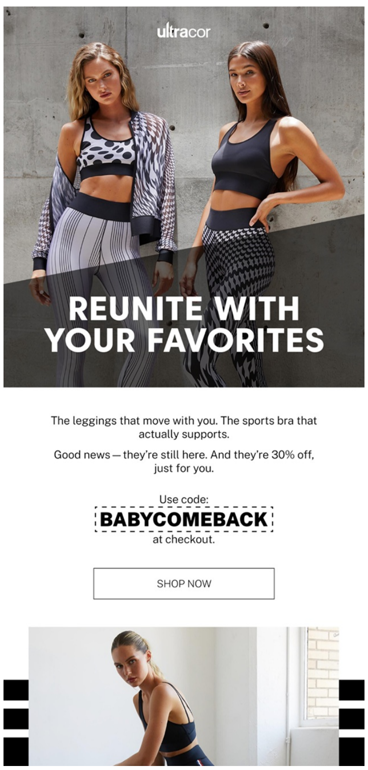
Create a clear recovery path for lapsed customers and a controlled exit for subscribers who no longer engage.

SEGMENT -> MESSAGE -> MOMENT -> NEXT BEST ACTION

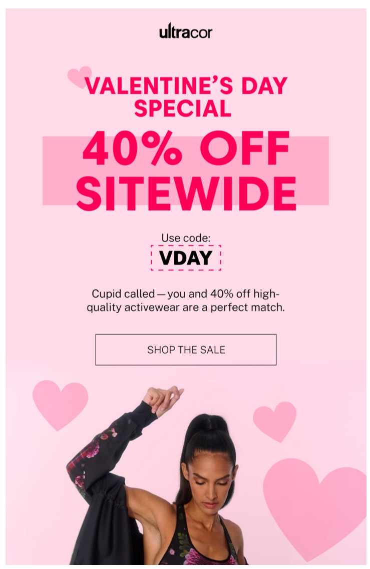
EMAIL DESIGN

Emails that finally looked like Ultracor.

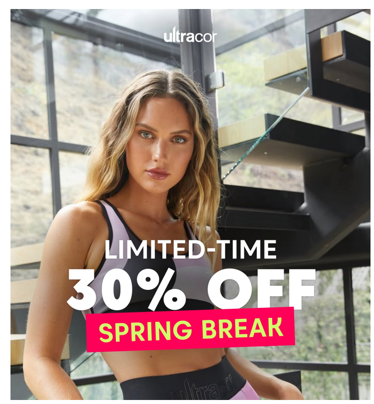
Kaysun gave the program a stronger visual standard without losing the clarity required to sell.



WIN-BACK + RELEVANCE



CAMPAIGN MOMENT



PROMOTION + PRODUCT

The creative system connected brand presentation, offer clarity, product storytelling and a single obvious action - across planned campaigns and automated journeys.

WHAT KAYSUN DELIVERED

The calendar, segments and flows worked as one.

The goal was a customer journey that could improve repeat purchase behavior and customer lifetime value - not a pile of isolated campaigns.

- Email strategy
- Monthly campaign calendar
- Copywriting + design
- Behavioral segmentation
- Flow setup + optimization
- Trigger and exclusion repair
- Win-back campaigns
- Sunset flow
- Deliverability management
- Email + SMS coordination
- Customer journey mapping
- Reporting + iteration

CAMPAIGN PLAN -> SEGMENT -> SEND -> BEHAVIOR -> FLOW

Each campaign created the next piece of usable customer behavior instead of ending the conversation.

NOV 2-DEC 2, 2024

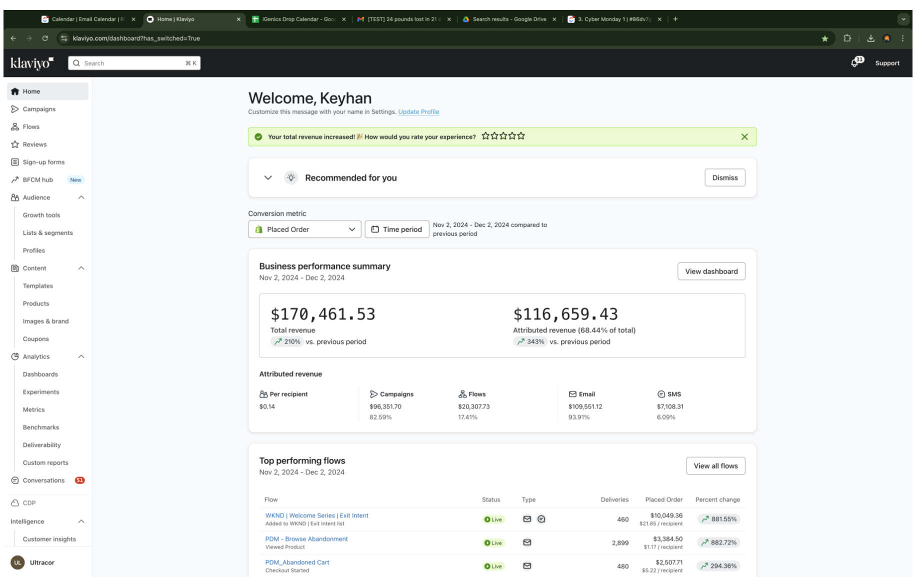
$116,659 attributed to Klaviyo in 30 days

$170.5K
Total store revenue
+210% displayed

$116.7K
Attributed revenue
+343% displayed

68.44%
Share of total revenue

$20.3K
Automated flow revenue



Klaviyo business performance summary, Nov 2-Dec 2, 2024.

Campaigns: $96,351.70 | Flows: $20,307.73 | Email: $109,551.12 | SMS: $7,108.31

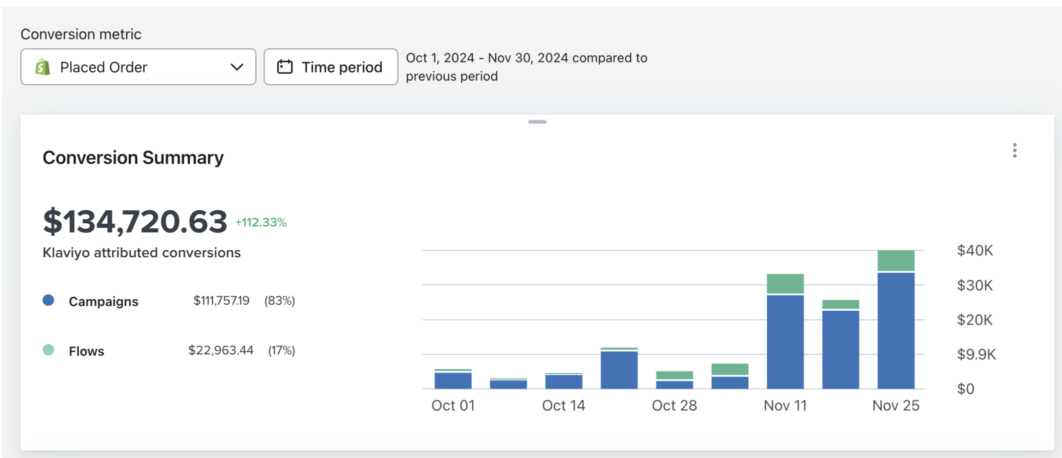
MOMENTUM + AUTOMATION

Campaign and flow momentum

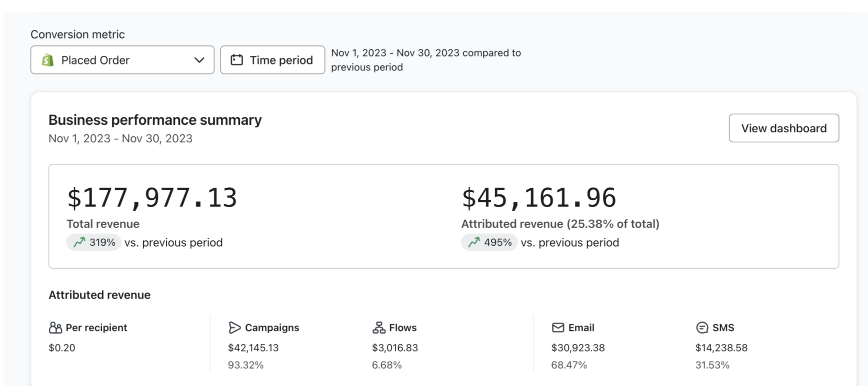
$134.7K
Attributed Oct-Nov 2024

+112.33%
Versus displayed previous period

$23.0K
Automated flow revenue



Klaviyo conversion summary, Oct 1-Nov 30, 2024.



Historical context: Nov 2023 dashboard, before Kaysun's Oct 2024 start.

The historical panel is included only as account context. It is not presented as a like-for-like causal comparison.

DISPLAYED DEC 13-JAN 10

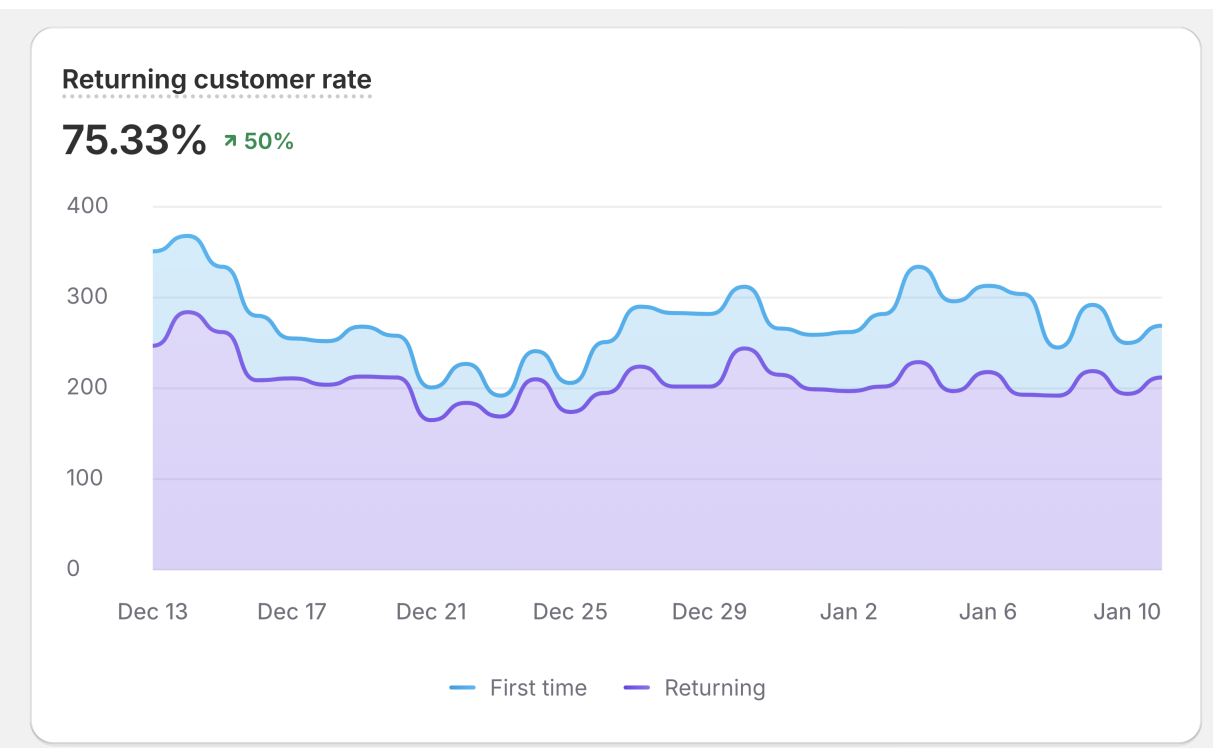
75.33% returning-customer rate

The supplied post-engagement Shopify view shows returning customers accounting for three quarters of the displayed customer mix.

75.33%
Returning-customer rate

+50%
Increase displayed by Shopify

DEC-JAN
Displayed Dec 13-Jan 10



Shopify returning-customer report. Displayed period: Dec 13-Jan 10.

More returning customers gave the brand a stronger backend to support customer acquisition.

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THE TAKEAWAY

Retention improved when the system stopped competing with itself.

Ultracor did not need more disconnected sends. It needed healthier deliverability, clearer segments, deliberate campaign planning and flows with defined jobs.

1

Protect inbox health

2

Segment by customer state

3

Make every flow responsible

Find the retention leak before buying more traffic.

Request a Kaysun Retention Opportunity Review

Attribution note: results are drawn from supplied Klaviyo dashboards and reflect the account's configured attribution settings.

Total store revenue is business context and is not represented as revenue generated exclusively by Kaysun.