

V5R Media

CASE STUDY

How a sneaky email about price increases made over \$4k in one day



[← Campaigns](#)

PH | Price Change

Email

[Overview](#) [Recipient activity](#) [Audience breakdown](#) [Link activity](#) [Conversions](#) [Deliverability](#) [Watch live](#)

Conversion metric

 Placed Order 

46.9%

Open rate
[11,166 recipients](#)

3.7%

Click rate
[886 recipients](#)

0.4%

Placed order rate
[106 recipients](#)

\$4,121.42

Revenue
[106 recipients](#)
\$37.13 AOV
\$0.17 per recipient

Results Achieved

106 Sales and over \$4k in revenue from one simple email.



Services Provided:

- Campaign strategy
- Email copywriting
- Email software management

The Challenge

Announcing a price increase without jeopardising revenue

Our client needed to raise the prices of their products but wanted to make sure they didn't lose any customers or money because of it. They knew that telling their customers about the price increase was a tricky job because they didn't want anyone to feel upset or stop buying from them.

They already had a good way of talking to their customers through emails that helped them sell a lot. But this time, they had to be very careful with how they told their customers about the new prices. They wanted to explain why the prices were going up and make sure the customers understood why the added costs for them would benefit them in the form of an improved product.

The big job for us was to help our client write a special email. This email needed to be friendly and clear. It had to help customers see that the products were still worth buying at the new prices and make sure that customers would continue to shop with them, keeping the client's business strong.

The "bonus" task here was to take advantage of the opportunity and use the upcoming price increase announcement as urgency in a way to encourage a purchase today without being salesy or pushy in any way.

The Solution

Communicating the benefit of the price increase for the customer + capitalising on the opportunity to use real urgency to drive sales today

To solve the problem of telling customers about the price increase, we made a plan for a special email. First, we explained clearly why the prices needed to go up. We told the customers that the extra money would help make the products better and improve the service they receive. This way, customers would understand that the price increase was good for them too.

Next, we added a part in the email that made the situation feel urgent. We told the customers that the prices were going to go up on a certain date, so if they wanted to buy something at the old prices, they needed to do it quickly. This made customers think about buying right away instead of waiting.

By doing these two things - explaining the benefits of the price increase and giving a reason to buy now - we made an email that helped customers see why the change was happening and encouraged them to keep buying. This made sure that the company could keep doing well even with the new prices.

The Result:

