

# Inside the Email Strategy That Transformed a Dormant Channel Into \$25k–\$198k+ in Weekly Revenue for Inno Supps



## The Objective

As a Sales Copywriter, my role was to help lift customer lifetime value through targeted backend channels like email and SMS.

I was involved in every step of the process, working closely with the marketing team to ensure each campaign hit the right audience at the right time.

Core responsibilities included:

- Collaborating with the email marketing specialist and design team to plan and execute high-impact campaigns

- Crafting subject lines that captured attention and body copy that drove action
- Reviewing and refining copy to match brand voice, campaign goals, and compliance standards
- Participating in weekly strategy sessions to review performance and adjust the email approach for stronger results

## The Problem

Before I stepped in, the backend marketing channels were barely moving the needle. The email list was a “sleeping giant”, and revenue from returning customers was flatlining. There were a few key issues that stood out to me:

- Disappearing into spam/promotions tab: Many campaigns never made it to the inbox, leaving engagement at rock-bottom levels.
- Weak open rates: Even when emails reached customers, subject lines failed to grab attention and nobody even saw the offer.
- Underperforming revenue: Backend channels weren’t generating enough sales to justify their effort.
- Over-reliance on paid ads: With little contribution from email or SMS, growth leaned heavily on expensive acquisition.

It was a constant drain on resources, making sustainable growth almost impossible.

## My Approach

To address these issues, I built a research-driven, performance-obsessed system for email and SMS campaigns.

### 1. Deep-Dive Topic Ideation

- Mined insights from customer surveys, reviews, Facebook VIP group discussions, Quora, and Reddit
- Ran competitor research “blitzes” every weekend, analyzing email styles, offers, and positioning
- Used tools like Foreplay to uncover unique mechanisms and unexpected angles. (For example, 2 of the angles we found performed well were:

- 1) Blue Zones – Exploring how populations in these regions often live past 100, and showing how Inno Supps products can help consumers tap into some of those same benefits.
- 2) GLP-1 and Sex – While GLP-1 is widely known for its link to weight loss, research has also uncovered an unexpected connection to increased sex drive and libido.

## **2. Weekly and Monthly Performance Audits**

- Reviewed past campaigns to pinpoint winning topics, designs, and offers
- Measured conversion rates, engagement, and deliverability to identify top and bottom performers
- Delivered monthly recaps with insights on why certain campaigns succeeded or failed

## **3. Collaborative Campaign Development**

- Partnered with the email marketing specialist and design team to refine approved ideas
- Wrote subject lines designed to stand out in crowded inboxes and copy that motivated action
- Incorporated customer success stories, trainer insights, and high-engagement angles into content

## **4. Execution with Multiple Quality Checkpoints**

- Developed campaigns through several edit and approval stages to ensure precision and consistency
- Maintained a living library of top-performing formats, ready for replication or adaptation

## **The Outcome of This Approach**

This method lifted deliverability, pulling campaigns out of spam and promotions tabs.

Open rates and click-throughs climbed steadily, leading to more backend sales, higher LTV, and increased subscriptions.

Stronger engagement also improved paid ad efficiency by creating warmer audiences and lowering acquisition costs.

## Example Emails That Performed Well

- [Case Study/Transformational Weight Loss Email](#)
- [Female Product Promo Email](#)
- [Night Shred Alpha Wave Email Product Launch](#)
- [Value-Based + Single Product Promo Email](#)
- [Hair Loss Value-Based Email](#)
- [Inno Shred Inferno - Exercise In A Bottle](#)
- [14-Day Gut-Reset - Inno Cleanse Email](#)
- [“She Didn’t Go For 27 Days 🤪” – Gut Health Email](#)
- [GLP-1 Levels And Sex - GLP-1 Shred Stack Email](#)

## The Results

Here are screenshots from GA4 tracking that broke down results by:

- Campaign
- Product
- Open rate
- CTA
- Total send
- Orders
- Revenue
- Subject line
- Preview text
- Total Orders
- Total Revenue

Below are screenshots from some of our best-performing months:

Week 5: October/November 2024 → 482 orders at \$100,373.21

OCTOBER 2024 - EMAILS											
File Edit View Insert Format Data Tools Extensions Help											
Q Menu 100% \$ % .0_ .00 123 Arial 10 B I A											
0 PURCHASERS							SL	PRE			
CAMPAIGN	PRODUCT	OPEN RATE	CTR	TOTAL SEND	ORDERS	REVENUE					
10/28 Halloween Sale Day 1 Early Access 5PM		48.19%	0.18%	114875	4	\$1,225.16	Free Stacks	Free stacks are disappearing fast—grab yours now!			
10/28 Halloween Sale Day 1 Early Access 8AM		46.77%	0.16%	115158	6	\$1,224.72	[EARLY ACC	Get up to 6 FREE gifts + monstrous savings!			
10/31 Halloween Sale Day 4 Halloween 8AM		47.40%	0.20%	113764	4	\$1,071.70	Your partner will	Unlock better sex and save up to \$320.94!			
10/30 Halloween Sale Day 3 NoName 8AM		43.56%	0.16%	120861	5	\$900.22	Your Transforma	Limited time: Freebies with almost every purchase!			
11/01 - Halloween Sale - Last Chance - 5PM		46.88%	0.25%	113474	4	\$883.60	[FINAL CALL	Time's almost up—Savings up to \$320.94 inside			
10/31 Halloween Sale Day 4 Promo 5PM		51.14%	0.22%	120453	4	\$802.97	Get your Hal	Don't ghost this email.. Unlock up to 52% OFF			
10/29 Halloween Sale Day 2 Gift Giving 8AM		44.04%	0.16%	121197	4	\$767.64	Don't Open... U	Plus, up to 52% off to fuel your gains			
10/30 Halloween Sale Day 3 PROMO 5PM		46.86%	0.19%	114445	4	\$500.87	Frighteningly Gd	Up to 52% off on fat-burning stacks that work like magic			
10/29 Halloween Sale Day 2 5PM		47.34%	0.21%	114619	4	\$428.88	Shh... spooky s	52% off savings but keep it between us...			
11/01 - Halloween Sale - Last Chance - 8 AM		38.46%	0.11%	134292	2	\$279.00	Last Chance	Halloween sale extended, don't miss out!			
11/03 Ozempic like results - IGP		49.06%	0.22%	119623	3	\$168.58	Tap Into Your Bc	+ Achieve Ozempic-Like Results with THIS			
11/02 14 Day Flush		44.92%	0.23%	119852	1	\$57.21	96% Report Les	14 Days To Flat Belly Success Made Easy			
RETURNING PURCHASERS							SL	PRE			
CAMPAIGN	PRODUCT	OPEN RATE	CTR	TOTAL SEND	ORDERS	REVENUE					
10/31 Halloween Sale Day 4 Promo 5PM		57.52%	0.29%	343010	49	\$12,167.47	Get your Hal	Don't ghost this email.. Unlock up to 52% OFF			
11/01 - Halloween Sale - Last Chance - 5PM		48.20%	0.28%	360192	56	\$11,094.71	[FINAL CALL	Time's almost up—Savings up to \$320.94 inside			
10/29 Halloween Sale Day 2 5PM		51.15%	0.29%	347817	53	\$10,516.16	Shh... spooky s	52% off savings but keep it between us...			
11/01 - Halloween Sale - Last Chance - 8 AM		48.59%	0.16%	348119	42	\$9,483.15	Last Chance	Halloween sale extended, don't miss out!			
10/28 Halloween Sale Day 1 Early Access 8AM		50.40%	0.25%	351228	45	\$8,297.62	[EARLY ACC	Get up to 6 FREE gifts + monstrous savings!			
10/30 Halloween Sale Day 3 NoName 8AM		49.71%	0.22%	349749	45	\$7,971.26	Your Transforma	Limited time: Freebies with almost every purchase!			
10/28 Halloween Sale Day 1 Early Access 5PM		49.41%	0.27%	369580	40	\$7,512.97	Free Stacks	Free stacks are disappearing fast—grab yours now!			
10/29 Halloween Sale Day 2 Gift Giving 8AM		50.24%	0.30%	350649	41	\$7,037.76	Don't Open... U	Plus, up to 52% off to fuel your gains			
10/30 Halloween Sale Day 3 PROMO 5PM		50.65%	0.21%	345807	32	\$6,452.78	Frighteningly Gd	Up to 52% off on fat-burning stacks that work like magic			
10/31 Halloween Sale Day 4 Halloween 8AM		51.51%	0.28%	348315	33	\$6,314.02	Your partner will	Unlock better sex and save up to \$320.94!			
11/03 Ozempic like results - IGP		55.43%	0.29%	347792	34	\$3,699.18	Tap Into Your Bc	+ Achieve Ozempic-Like Results with THIS			
11/02 14 Day Flush		51.10%	0.25%	348348	12	\$1,515.58	96% Report Les	14 Days To Flat Belly Success Made Easy			
<b>Total</b>						<b>\$100,373.21</b>					

Week 4: November 2024 → 908 orders at \$198,096.69

NOVEMBER 2024 - EMAILS									
0 PURCHASERS									
CAMPAIGN	PRODUCT	OPEN RATE	CTR	TOTAL SEND	ORDERS	REVENUE	SL	PRE	
11/25 - Black Friday - Early Access - 8AM		33.17%	0.14%	153018	3	\$513.88	[OPEN ME]	This is not a DRILL up to 62% OFF + up to 8 FREE gifts	
11/25 - Black Friday - Early Access - 5PM		45.87%	0.17%	112010	6	\$884.98	Black Friday Cal	The BEST time to stock up and save is NOW!	
11/26 - Black Friday - Transformation - 8AM		44.21%	0.12%	111855	2	\$635.24	[BLACK FRIDAY]	SAVE up to \$225 on YOUR favorite products 🛍️	
11/26 - Black Friday - Transformation - 5PM		52.14%	0.19%	96521	1	\$216.05	[INSIDE] 8 FRE	Don't miss up to 62% off + a frother & shaker	
11/27 - Black Friday - Gift Guide - 8AM		43.91%	0.09%	111748	2	\$172.93	[SALE INSIDE]	Save up to \$107.09 with up to 62% off + 8 FREE gifts	
11/27 - Black Friday - Gift Guide - 5PM		44.99%	0.12%	111668	1	\$128.84	[SAVE UP TO \$]	🔥 You Deserve This – Up to 62% Off + 8 Free Gifts!	
11/28 - Black Friday - Thanksgiving - 8AM		37.10%	0.09%	134578	3	\$511.04	The (Tur)Key to	🔥 Up to 62% off + 8 FREE gifts for Thanksgiving wellness 🍵	
11/28 - Black Friday - Thanksgiving - 5PM		50.91%	0.15%	97145	1	\$375.69	🚨 WARNING:	Up to 62% Off + 8 FREE Gifts = This Sale Won't Last!	
11/29 - Black Friday - Flash Friday - 8AM		29.97%	0.13%	163888	8	\$1,137.36	Black Friday dis	\$391.55 worth of FREE gifts is yours for the taking 🎁	
11/29 - Black Friday - Flash Friday - 5PM		49.60%	0.20%	97379	9	\$1,660.32	🔥 You won't be	\$391.55 worth of FREE gifts up for grabs 🎁	
11/30 - Black Friday - Last Chance - 8AM		40.11%	0.10%	117967	5	\$263.62	Last Chance for	Unlock \$391.55 worth of free gifts	
11/30 - Black Friday - Last Chance - 5PM		42.46%	0.15%	111574	5	\$1,018.70	Now or Never -	Few hours until \$391.55 in free gifts disappear	
12/01 - Cyber Monday - Early Access - 8AM		40.36%	0.12%	110725	4	\$1,227.95	🔥 VIP ACCESS	Shh.. free gifts worth \$391.55 inside 🤫	
12/01 - Cyber Monday - Early Access - 5PM		44.40%	0.17%	96751	6	\$627.98	🔥 Early Access	Early access to 62% Off before anyone else	
12/02 - Cyber Monday - Early Access - 8AM		41.14%	0.12%	117390			Cyber Monday:	\$391.55 in FREE gifts waiting for you 🎁	
12/02 - Cyber Monday - Stock Running Low - 5PM		45.25%	0.10%	110388			🚨 Warning: Sto	🔥 Up to 8 free gifts waiting for you to open	
12/03 - Cyber Monday - Last Chance - 8AM		27.16%	0.08%	186677			LAST CHANCE	Cyber Monday deals + 8 free gifts end tonight...	
12/03 - Cyber Monday - Last Chance - 5PM 1+		49.65%	0.19%	332794			🕒 Few Hours L	Up to \$667.38 in SAVINGS to hit your health goals!	
RETURNING PURCHASERS									
CAMPAIGN	PRODUCT	OPEN RATE	CTR	TOTAL SEND	ORDERS	REVENUE	SL	PRE	
11/25 - Black Friday - Early Access - 8AM 1+	UMMS, TSS, GL	37.38%	0.32%	453424	87	\$20,345.24	[OPEN ME]	This is not a DRILL up to 62% OFF + up to 8 FREE gifts	
11/25 - Black Friday - Early Access - 5PM 1+	FNFS, NSB, IC	49.78%	0.26%	342901	41	\$8,962.49	Black Friday Cal	The BEST time to stock up and save is NOW!	
11/26 - Black Friday - Transformation - 8AM 1+	FSS, TSS, CGH	54.87%	0.21%	300592	59	\$10,625.11	[BLACK FRIDAY]	SAVE up to \$225 on YOUR favorite products 🛍️	
11/26 - Black Friday - Transformation - 5PM 1+	CCC, NSB, JS, I	56.49%	0.28%	295248	29	\$7,042.02	[INSIDE] 8 FRE	Don't miss up to 62% off + a frother & shaker	
11/27 - Black Friday - Gift Guide - 8AM 1+	CCSS, ISI, MMC	47.88%	0.13%	343719	54	\$10,922.76	[SALE INSIDE]	Save up to \$107.09 with up to 62% off + 8 FREE gifts	
11/27 - Black Friday - Gift Guide - 5PM - 1+		55.86%	0.23%	296324	42	\$10,435.10	[SAVE UP TO \$]	🔥 You Deserve This – Up to 62% Off + 8 Free Gifts!	
11/28 - Black Friday - Thanksgiving - 8AM 1+		55.52%	0.16%	300365	139	\$32,290.28	The (Tur)Key to	🔥 Up to 62% off + 8 FREE gifts for Thanksgiving wellness 🍵	
11/28 - Black Friday - Thanksgiving - 5PM - 1+		48.93%	0.18%	337141	37	\$7,660.91	🚨 WARNING:	Up to 62% Off + 8 FREE Gifts = This Sale Won't Last!	
11/29 - Black Friday - Flash Friday - 8AM 1+	FSS, CCSS, UM	34.96%	0.25%	471671	40	\$6,564.51	Black Friday dis	\$391.55 worth of FREE gifts is yours for the taking. 🎁	
11/29 - Black Friday - Flash Friday - 5PM 1+	CGHS, GLP-1 S	54.49%	0.33%	293055	77	\$16,761.24	🔥 You won't be	\$391.55 worth of FREE gifts up for grabs 🎁	
11/30 - Black Friday - Last Chance - 8AM 1+		53.60%	0.20%	298910	101	\$19,382.03	Last Chance for	Unlock \$391.55 worth of free gifts	
11/30 - Black Friday - Last Chance - 5PM 1+	TSS, CGHS, UM	53.59%	0.29%	290464	68	\$14,336.17	Now or Never -	Few hours until \$391.55 in free gifts disappear	
12/01 - Cyber Monday - Early Access - 8AM 1+	AMPM, IC, MM	50.86%	0.25%	297982	66	\$11,542.55	🔥 VIP ACCESS	Shh.. free gifts worth \$391.55 inside 🤫	
12/01 - Cyber Monday - Early Access - 5PM 1+		49.24%	0.27%	296662	68	\$11,851.70	🔥 Early Access	Early access to 62% Off before anyone else	
12/02 - Cyber Monday - Early Access - 8AM 1+		54.51%	0.27%	297689			Cyber Monday:	\$391.55 in FREE gifts waiting for you 🎁	
12/02 - Cyber Monday - Stock Running Low - 5PM 1+		49.67%	0.16%	335528			🚨 Warning: Sto	🔥 Up to 8 free gifts waiting for you to open	
12/03 - Cyber Monday - Last Chance - 8AM 1+		54.41%	0.17%	296859			LAST CHANCE	Cyber Monday deals + 8 free gifts end tonight...	
12/03 - Cyber Monday - Last Chance - 5PM		45.36%	0.12%	111023			🕒 Few Hours L	Up to \$667.38 in SAVINGS to hit your health goals!	
Week Total						\$198,096.69			

Week 2: November 2024 → 546 orders at \$107,529.28

NOVEMBER 2024 - EMAILS											SL	PRE
CAMPAIGN	PRODUCT	OPEN RATE	CTR	TOTAL SEND	ORDERS	REVENUE	ORDERS	REVENUE				
11/11 - Inno Circle - Veterans Day		48.17%	0.13%	109118	5	\$1,036.21	4	\$816.38	[SURPRISE]	Free Gift Of Choice for Veteran's Day		
11/11 - Inno Circle - Veterans Day		49.25%	0.12%	109617	5	\$1,259.76	4	\$768.56	[LAST CHAN]	Veteran's Day Exclusive ENDS AT MIDNIGHT		
11/12 - Inno Circle - Booty Builder		44.59%	0.10%	117031	1	\$53.47	1	\$91.57	Unlock the S	Grab \$40 off your order for 24 hours only!		
11/12 - Inno Circle - Booty Builder		48.81%	0.17%	109331	6	\$1,178.47	6	\$1,127.52	Your 24 Hou	These Juicy Deals Won't Last Forever		
11/13 - Inno Circle - Inno Fast Re		48.15%	0.09%	116600	6	\$987.47	2	\$406.75	Doctor-approv	+ [Final Days] save up to \$40 off your ENTIRE order		
11/13 - Inno Circle - Promo - 5PM		48.64%	0.14%	109072	4	\$1,125.71	3	\$518.58	You're runnin	Exclusive stacks are running low in stock...		
11/14 - Inno Circle - Last Chance		38.66%	0.10%	131776	2	\$465.88	2	\$498.48	Inno Circle D	Don't miss out on saving up to \$133 and a FREE GIFT		
11/14 - Inno Circle - Last Chance		47.69%	0.11%	108417	4	\$719.64	6	\$1,107.57	Hours Left to	Don't miss out on saving up to \$133 and a FREE GIFT		
11/15 - Stack Friday - Flash Frida		38.07%	0.12%	141398	5	\$1,666.26	3	\$495.06	Stack Friday	Save up to \$667.38 on our #1 Fat-Burning Stack		
11/15 - Stack Friday - Flash Frida		48.05%	0.23%	106847	1	\$174.96	3	\$398.16	Did You Miss Th	Claim 2 Free Gifts!		
11/16 - Stack Friday - Transforma		43.12%	0.10%	116269	1	\$214.91	1	\$281.97	Shocking Tra	Save 30% Off On Stacks They Used!		
11/16 - Stack Friday - Promo - 5P		47.23%	0.26%	104732	1	\$80.40	1	\$259.61	30% OFF ON	Claim 2 free gifts today!		
11/17 - Stack Friday - Gift Giving		40.89%	0.12%	116040	1	\$254.98	3	\$619.41	30% Off ALL Sta	Psst... Open for 2 Free Gifts...		
11/17 - Stack Friday - Promo - 5P		43.41%	0.21%	104019	0	\$0.00			Shop Your W	Limited-time sale with free gifts included!		
RETURNING PURCHASERS											SL	PRE
11/11 - Inno Circle	Ripped & Ready	45.96%	0.18%	383464	39	\$8,231.79	54	\$10,471.37	[SURPRISE]	Free Gift Of Choice for Veteran's Day		
11/11 - Inno Circle	Ripped & Ready	49.96%	0.17%	350330	36	\$6,134.35	39	\$7,766.64	[LAST CHAN]	Veteran's Day Exclusive ENDS AT MIDNIGHT		
11/12 - Inno Circle	Protein, IDFH, IC	51.65%	0.12%	334383	14	\$1,702.33	32	\$4,618.06	Unlock the S	Grab \$40 off your order for 24 hours only!		
11/12 - Inno Circle	Booty Builder, R	52.97%	0.18%	322604	24	\$4,980.88	26	\$4,158.27	Your 24 Hou	These Juicy Deals Won't Last Forever		
11/13 - Inno Circle - Inno Fast Re		53.26%	0.15%	333486	16	\$3,028.44	24	\$4,952.65	Doctor-approv	+ [Final Days] save up to \$40 off your ENTIRE order		
11/13 - Inno Circle	Ripped & Ready	52.78%	0.19%	320421	34	\$6,754.95	46	\$6,114.45	You're runnin	Exclusive stacks are running low in stock...		
11/14 - Inno Circle	Food Noise Figh	50.38%	0.13%	333788	13	\$3,313.37	41	\$7,783.01	Inno Circle D	Don't miss out on saving up to \$133 and a FREE GIFT		
11/14 - Inno Circle	Food Noise Figh	51.98%	0.15%	317481	23	\$4,729.23	47	\$9,715.23	Hours Left to	Don't miss out on saving up to \$133 and a FREE GIFT		
11/15 - Stack Fr	TSS, FSS, UMM	50.36%	0.23%	332670	26	\$5,592.05	76	\$13,143.39	Stack Friday	Save up to \$667.38 on our #1 Fat-Burning Stack		
11/15 - Stack Fr	TSS, FSS, UMM	51.96%	0.27%	327584	12	\$2,274.74	32	\$6,493.55	Did You Miss Th	Claim 2 Free Gifts!		
11/16 - Stack Fr	TSS, FSS, CGH	50.50%	0.14%	331750	10	\$2,136.60	31	\$5,255.80	Shocking Tra	Save 30% Off On Stacks They Used!		
11/16 - Stack Fr	AMP/PM, MMC, T	51.03%	0.28%	320737	11	\$2,706.36	20	\$4,556.55	30% OFF ON	Claim 2 free gifts today!		
11/17 - Stack Fr	TSS, CCSS, SC	48.31%	0.15%	327995	25	\$4,777.55	52	\$9,493.26	30% Off ALL Sta	Psst... Open for 2 Free Gifts...		
11/17 - Stack Fr	MMC, IG AM/PM	47.04%	0.20%	317276	8	\$2,041.09	26	\$5,617.43	Shop Your W	Limited-time sale with free gifts included!		
Week 2 Total						\$67,621.85		\$107,529.28				

Week 1: December 2024 → 776 orders at \$126,447.02

DECEMBER 2024 - EMAILS											GA4	Triangulation
CAMPAIGNS	SEGMENT	SENT	CTR	ORDERS	REVENUE	ORDERS	REVENUE					
12.1 - BFCM - Cyber Monday - Early Access - Engaged Prospects - PS+	Engaged Prosp	19,75K	3.86%	18	\$ 4,092.64	20	\$3,750.33					
12.1 - BFCM - Cyber Monday - Early Access - Engaged Purchasers - PS+	Engaged Prosp	30,01K	4.45%	56	\$ 11,060.01	72	\$17,084.54					
12.1 - BFCM - Cyber Monday - Early Access - Engaged INTL - PS+	Engaged INTL	8,507	3.35%	15	\$ 3,862.29	11	\$3,268.69					
12.2 - BFCM - Cyber Monday FULL Access - AM SEND - 0 Purchasers - PS+	0 Purchasers	127,38K	0.90%	37	\$ 5,547.30	30	\$4,092.87					
12.2 - BFCM - Cyber Monday FULL Access - AM SEND - 1 Purchasers - PS+	1+ Purchasers	155,62K	1.46%	113	\$ 18,754.77	120	\$17,505.84					
12.2 - BFCM - Cyber Monday FULL Access - AM Send - INTL - PS+	Engaged INTL	45,14K	0.94%	11	\$ 2,324.53	10	\$1,387.23					
12.2 - BFCM - Cyber Monday FULL Access - PM SEND - Engaged Purchasers - P	Engaged Prosp	33,36K	3.58%	65	\$ 11,009.55	83	\$13,988.42					
12.2 - BFCM - Cyber Monday FULL Access - PM SEND - Engaged Prospects - P	Engaged Prospe	20,15K	3.35%	17	\$ 3,758.02	19	\$3,142.65					
12.3 - BFCM - Cyber Monday - Final Chance - INTL - PS+	Engaged INTL	44,98K	0.88%	18	\$ 4,075.96	18	\$4,101.65					
12.3 - BFCM - Cyber Monday - Final Chance - 0 Purchasers - PS+	0 Purchasers	126,84K	0.69%	25	\$ 4,312.55	19	\$4,032.04					
12.3 - BFCM - Cyber Monday - Final Chance - 1 Purchasers - PS+	1+ Purchasers	154,29K	1.11%	114	\$ 18,653.84	132	\$24,037.22					
12.5 - Inno Shred™ GLP-1 Launch - INTL - PS+	Engaged INTL	45,06K	2.66%	5	\$ 740.93	10	\$1,460.96					
12.5 - Inno Shred™ GLP-1 Launch - 0 Purchasers - PS+	0 Purchasers	126,80K	0.97%	20	\$ 3,422.47	29	\$4,230.59					
12.5 - Inno Shred™ GLP-1 Launch - 1+ Purchasers - PS+	1+ Purchasers	154,84K	1.71%	103	\$15,318.87	131	\$17,537.01					
12.8 - Creatine Monohydrate Launch - ENG INTL - PS+	Engaged INTL	9,548	11.79%	1	\$ 112.99	3	\$329.42					
12.8 - Creatine Monohydrate Launch - 0 Purchasers - PS+	0 Purchasers	126,86K	2.53%	6	\$ 598.57	10	\$1,227.27					
12.8 - Creatine Monohydrate Launch - 1 Purchasers - PS+	1+ Purchasers	154,83K	3.35%	24	\$ 2,626.47	59	\$5,270.29					
TOTAL					\$110,271.76	TOTAL	\$126,447.02					

Week 1: February 2025 → 218 orders at \$38,338.24

0 PURCHASERS										GA4		SL	PRE
CAMPAIGN	PRODUCT	OPEN RATE	CTR	TOTAL SEND	ORDERS	REVENUE							
2/01 - Valentine's Day Edition - 14		54.59%	0.10%	91359	2	\$147.44	Get Valentine's L 14 Days to a Flat Belly, Clear Skin & Smooth Digestion						
2/02 - Recycled - Fasting Timelin		54.77%	0.09%	91430	0	\$0.00	How to Fast Wit! Discover The Smarter Way To Fast Inside						
2/03 - National Women Physician		53.62%	0.07%	90886	0	\$0.00	Dr Anika Explain Your burning questions about vaginal health, hormonal imbalances						
2/04 - Inno Fit30 Challenge (Fat E		53.24%	0.08%	90820	3	\$895.30	Get "summer" re Thousands transformed in January. Are you next?						
2/05 - Recycled - Spotlight - 8am		53.47%	0.09%	90120	3	\$311.79	Are you still on tr Only 137 days left till summer!						
2/06 - Apex Male Stack Launch -		36.87%	0.11%	132298	2	\$449.12	[NEW PRODU The Bioactive Blueprint for Next-Level Masculinity						
2/07 - Flash Friday - Inno Fit30 C		43.00%	0.08%	110033	2	\$548.04	We Just Handed Click here for 20% + Save Up To \$70!						
2/08 - Trapped In The Junk Food		9.57%	0.09%	33830	1	\$133.48	Can't stop cravin Here's how your brain's reward system is keeping you hooked.						
2/08 - Espresso Shot - APEX LAL		79.97%	0.13%	55068	1	\$50.29	For Men Who W Testosterone + Blood Flow = Peak Masculinity						
2/09 - Night Shred Alpha Wave - f		33.57%	0.08%	131577	0	\$0.00	NOW LIVE: Nigh Don't sleep on this breakthrough PM fat-burning formula						
					TOTAL		218	\$38,338.24					

Week 2: February 2025 → 302 orders at \$55,703.18

0 PURCHASERS										GA4		SL	PRE
CAMPAIGN	PRODUCT	OPEN RATE	CTR	TOTAL SEND	ORDERS	REVENUE							
2/10 - How To Deepen Your Orga		53.40%	0.15%	90005	1	\$143.86	Stronger, Longer It's time to turn up the heat						
2/11 - Does Your Partner Finish In		9.42%	0.10%	32775	1	\$250.92	Finish Last (For I Because some moments shouldn't end too soon.						
2/11 - Espresso Shot - ALPHA W		80.38%	0.13%	59351	2	\$258.98	{{ first_name def Put those restless nights to bed with this...z						
2/12 - How GLP-1 Can Impact Yo		54.54%	0.22%	90181	1	\$171.45	GLP-1 and Sex I Nature's Big O...						
2/13 - Valentine's Day Sale (Early		41.04%	0.11%	117548	4	\$1,165.10	VIP Alert: Yo Save up to 52% off + claim 2 FREE gifts						
2/13 - Galentine's Day 24 Hour E		54.48%	0.10%	90270	5	\$419.25	24 hours to get t! Your Skin Called, It Wants This Stack!						
2/14 - Valentine's Day Sale (Gift C		52.83%	0.09%	90318	5	\$1,098.34	Gifts That Keep i + Get there with up to 52% off sitewide & 2 FREE gifts						
2/15 - Valentine's Day Sale (Last		41.26%	0.10%	117330	4	\$872.45	You're Running ( To save up to 52% off and grab 2 free gifts!						
2/16 - Inno Fit30 Challenge (Fat E		52.53%	0.06%	90089	0	\$0.00	Why Most Peopl These grocery shopping tips will make fat loss easier						
					TOTAL		302	\$55,703.18					

Highlight cells with 0 PURCHASERS/TOT SEND greater than the average

## Week 3: March 2025 → 339 orders at \$66,673.42

MARCH 2025 - EMAILS										
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0 PURCHASERS					GA4					
CAMPAIGN	PRODUCT	OPEN RATE	CTR	TOTAL SEND	ORDERS	REVENUE	SL	PRE		
3/17 - St. Patrick's Day Launch - f		41.16%	0.10%	111633	8	\$1,765.74	Lucky You! St. P Up to \$40 in savings waiting for you inside			
3/18 - St. Patrick's Day Last Chan		47.46%	0.14%	95743	2	\$276.63	SURPRISE! Click for up to \$40 off your entire order			
3/19 - Probiotics Gut Health - SEC		36.68%	0.37%	5170	N/A	N/A	Before You Buy : The Gut Health Mistake Most People Make			
3/19 - Recycled Female Shred Sti		53.80%	0.07%	82234	1	\$323.36	I went from a sis It's our #1 fat-burning stack for w Fewer cravings and more energy – Learn Jerry's secret			
3/20 - Recycle - GLP-1 + Sex Em		52.68%	0.11%	84593	2	\$575.98	How Low GLP-1 Here's what you need to know. Think you're eating healthy? Think again.			
3/21 - Supercharged March - Earl		40.03%	0.11%	111101	3	\$199.48	Flash Friday: Yo! Your winning move? Up to \$40 off And make fasting easier than ever with THIS...			
3/21 - Supercharged March - Earl		56.51%	0.26%	69845	10	\$1,096.69	Breaking News: Plus, stock up on a 3 month suppl Transform Your Life and Win Up to \$5k!			
3/22 - Supercharged March - Gift		51.95%	0.08%	84086	3	\$618.09	Your Insider Guik Plus, when you stock up you get 1 Enjoy big meals guilt-free with calorie banking			
3/22 - Supercharged March - Cats		54.79%	0.15%	69850	2	\$563.69	Stack Up Wins w Up to \$40 off + a free month—act Flash Friday Sales Ends Midnight!			
3/23 - Supercharged March - Last		44.37%	0.09%	94573	2	\$220.87	( person.first_ne This Supercharged March Deal! See how real women are transforming their wellness with Inno Supps!			
3/23 - Supercharged March - Last		46.91%	0.13%	85002	1	\$137.97	Final Buzzer: Ge Lock in this deal before it disappe 24 HOURS ONLY! Grab our International Women's Day EXCLUSIVE			
RETURNING PURCHASERS					GA4				Highlight cells with 0 PURCHASERS/TOTAL SEND greater than the average	
CAMPAIGN	PRODUCT	OPEN RATE	CTR	TOTAL SEND	ORDERS	REVENUE	SL	PRE		
3/17 - St. Patrick's Day Launch - f		44.23%	0.15%	355043	64	\$12,415.10	Lucky You! St. P Up to \$40 in savings waiting for you inside			
3/18 - St. Patrick's Day Last Chan		50.08%	0.22%	308553	68	\$14,162.35	SURPRISE! Click for up to \$40 off your entire order			
3/19 - Probiotics Gut Health - SEC		46.58%	0.55%	11423	3	\$427.85	Before You Buy : The Gut Health Mistake Most People Make			
3/19 - Recycled Female Shred Sti		56.49%	0.11%	263477	13	\$1,763.98	I went from a sis It's our #1 fat-burning stack for w Fewer cravings and more energy – Learn Jerry's secret			
3/20 - Recycle - GLP-1 + Sex Em		55.36%	0.17%	276392	25	\$5,923.24	How Low GLP-1 Here's what you need to know. Think you're eating healthy? Think again.			
3/21 - Supercharged March - Earl		43.06%	0.17%	355097	35	\$7,250.90	Flash Friday: Yo! Your winning move? Up to \$40 off Turn your passion for wellness into extra income			
3/21 - Supercharged March - Earl		59.01%	0.38%	227849	21	\$3,768.62	Breaking News: Plus, stock up on a 3 month suppl Transform Your Life and Win Up to \$5k!			
3/22 - Supercharged March - Gift		54.51%	0.14%	277216	22	\$4,148.56	Your Insider Guik Plus, when you stock up you get 1 Enjoy big meals guilt-free with calorie banking			
3/22 - Supercharged March - Cats		57.13%	0.22%	225636	14	\$2,406.76	Stack Up Wins w Up to \$40 off + a free month—act Flash Friday Sales Ends Midnight!			
3/23 - Supercharged March - Last		47.23%	0.18%	307768	24	\$4,926.24	( person.first_ne This Supercharged March Deal! See how real women are transforming their wellness with Inno Supps!			
3/23 - Supercharged March - Last		49.31%	0.17%	273976	16	\$3,906.68	Final Buzzer: Ge Lock in this deal before it disappe 24 HOURS ONLY! Grab our International Women's Day EXCLUSIVE			

## Week 4: March 2025 → 413 orders at \$85,219.47

MARCH 2025 - EMAILS										
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0 PURCHASERS					GA4					
CAMPAIGN	PRODUCT	OPEN RATE	CTR	TOTAL SEND	ORDERS	REVENUE	SL	PRE		
3/24 - Supercharged March - Sale		54.03%	0.12%	83980	4	\$371.82	New Supercharg Up to 52% Off + Up To 3 Free Gifts Waiting For You...			
3/24 - Supercharged March - Sale		58.59%	0.15%	70472	6	\$1,710.95	March Into Bette Enjoy Up To 52% Off + 3 Wellness Gifts!			
3/25 - Supercharged March - CGH		53.81%	0.06%	83881	3	\$427.85	[Attention req! Reset your gut & get up to 3 FREE gifts!			
3/25 - Supercharged March - Cats		58.08%	0.26%	70657	1	\$86.96	Claim your free r Ignore this and regret it later... Fewer cravings and more energy – Learn Jerry's secret			
3/26 - Supercharged March - Last		48.07%	0.10%	94867	7	\$1,187.19	[Final Call] Your Upgrade your health with up to 52 Think you're eating healthy? Think again.			
3/26 - Supercharged March - Last		54.50%	0.17%	84894	9	\$2,218.85	Few Hours L! This deal won't be back anytime s And make fasting easier than ever with THIS...			
3/27 - Supercharged March - Sale		52.91%	0.18%	84512	5	\$1,079.91	Go from dad bod What's sexier than up to 3 FREE ( Transform Your Life and Win Up to \$5k!			
3/27 - Supercharged March - Sale		56.51%	0.16%	71292	5	\$565.42	Go round after r + Save over \$120 with up to 52% Enjoy big meals guilt-free with calorie banking			
3/28 - Supercharged March - Flas		52.26%	0.10%	84604	2	N/A	[SALE] Your fitne Free Gifts + Buy 3, Get 1 FREE! Flash Friday Sales Ends Midnight!			
3/28 - Supercharged March - Flas		55.67%	0.20%	71247	3	\$211.53	[SALE] This has Now is the time to grab your sum! See how real women are transforming their wellness with Inno Supps!			
3/29 - Supercharged March - Last		46.42%	0.08%	94344	3	\$963.47	Game Over r Unlock your \$120+ in freebies bef 24 HOURS ONLY! Grab our International Women's Day EXCLUSIVE			
3/29 - Supercharged March - Last		51.95%	0.14%	84423	3	\$674.51	Your Goals Won' Up to 52% off & 3 Sexual Wellness Unlock Fewer Cravings, More Energy & Better Sleep			
3/30 - Supercharged March - Brak		49.21%	0.12%	84226	2	\$738.85	INVITE ONLY: Yi Your 3 free fat-burning gifts + up to 52% off are waiting...			
3/30 - Supercharged March - Pha		49.59%	0.12%	71185	N/A	N/A	(( person.first_ne Volcam 2000, Inno Shred Focus & Night Shred Black are all yours...			
RETURNING PURCHASERS					GA4				Highlight cells with 0 PURCHASERS/TOTAL SEND greater than the average	
CAMPAIGN	PRODUCT	OPEN RATE	CTR	TOTAL SEND	ORDERS	REVENUE	SL	PRE		
3/24 - Supercharged March - Sale		56.44%	0.21%	276920	53	\$11,274.93	New Supercharg Up to 52% Off + Up To 3 Free Gift Fewer cravings and more energy – Learn Jerry's secret			
3/24 - Supercharged March - Sale		60.70%	0.17%	227147	29	\$5,765.54	March Into Bette Enjoy Up To 52% Off + 3 Wellness Think you're eating healthy? Think again.			
3/25 - Supercharged March - CGH		56.37%	0.11%	276544	23	\$3,279.17	[Attention req! Reset your gut & get up to 3 FREI Turn your passion for wellness into extra income			
3/25 - Supercharged March - Cats		61.04%	0.42%	225880	27	\$5,809.24	Claim your free r Ignore this and regret it later... Transform Your Life and Win Up to \$5k!			
3/26 - Supercharged March - Last		50.54%	0.12%	306348	24	\$4,396.10	[Final Call] Your Upgrade your health with up to 52 Enjoy big meals guilt-free with calorie banking			
3/26 - Supercharged March - Last		56.96%	0.18%	271603	22	\$5,579.05	Few Hours L! This deal won't be back anytime s Flash Friday Sales Ends Midnight!			
3/27 - Supercharged March - Sale		55.40%	0.22%	275532	29	\$7,189.94	Go from dad bod What's sexier than up to 3 FREE ( See how real women are transforming their wellness with Inno Supps!			
3/27 - Supercharged March - Sale		59.11%	0.22%	228010	20	\$4,774.65	Go round after r + Save over \$120 with up to 52% 24 HOURS ONLY! Grab our International Women's Day EXCLUSIVE			
3/28 - Supercharged March - Flas		54.65%	0.13%	274569	34	\$6,401.95	[SALE] Your fitne Free Gifts + Buy 3, Get 1 FREE! Unlock Fewer Cravings, More Energy & Better Sleep			
3/28 - Supercharged March - Flas		58.34%	0.27%	225876	41	\$7,811.93	[SALE] This has Now is the time to grab your summer body essentials!			
3/29 - Supercharged March - Last		49.00%	0.09%	303208	23	\$5,352.29	Game Over r Unlock your \$120+ in freebies before it's too late.			
3/29 - Supercharged March - Last		54.48%	0.15%	269188	21	\$4,349.93	Your Goals Won' Up to 52% off & 3 Sexual Wellness Gifts Inside			
3/30 - Supercharged March - Brak		52.04%	0.13%	273430	9	\$2,040.97	INVITE ONLY: Yi Your 3 free fat-burning gifts + up to 52% off are waiting...			
3/30 - Supercharged March - Pha		52.48%	0.17%	226412	5	\$956.47	(( person.first_ne Volcam 2000, Inno Shred Focus & Night Shred Black are all yours...			

## Week 4: April 2025 → 222 orders at \$35,896

APRIL 2025 - EMAILS										
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0 PURCHASERS						GA4				
CAMPAIGN	EMAIL TYPE	OPEN RATE	CTR	TOTAL SEND	ORDERS	REVENUE	SL	PRE		
4/21 - Beach Body Blitz - Last Chance - 8am - 0 Purch	Sale	48.13%	0.09%	90494	6	\$594.57			Final Hours: Bea Click to see mind-blowing transfo	
4/22 - Earth Day Promo - 8am - 0 Purch	Promo	53.40%	0.11%	80734	2	\$611.11			[BOGO] Happy E Subscribe to any wellness produc	
4/23 - TSS Checklist - 8am - 0 Purch	Sale	53.65%	0.09%	78804	6	\$886.32			The Shortcut To Everyone Will Ask What You Did.	
4/23 - Low T Level - Men's Health - SEG 2 - 7:30am - 0 Purch	Seg Send	54.68%	0.78%	2066	1	\$215.56			3 Proven Ways 1The blueprint for better performar	
4/24 - Why Are You Always Hungry - 8am - 0 Purch	Value/Sale	52.79%	0.09%	80353	3	\$87.96			Always Hungry? Don't Fight Hunger With Willpowe	
4/24 - Ambassador Email 2 - 5pm - 0 Purch	Value	45.98%	1.34%	3063	N/A	N/A			Love Inno Su Make Money Doing What You Lo	
4/25 - Flash Friday - Inno Fit30 - 8am - 0 Purch	Sale	41.83%	0.09%	101393	4	\$887.54			Don't Scroll F Tap for Sitewide Savings + Up to	
4/26 - Dream Cart Launch - 8am - 0 Purch	Promo	50.56%	0.17%	80208	7	\$919.05			This Cart Could LLoad your cart, snap a pic, reply.	
4/27 - 2 Truths & A Lie - 8am - 0 Purch	Value/Sale	48.05%	0.12%	80089	2	\$300.53			Your brain shrink Click to play 2 truths & a lie!	
RETURNING PURCHASERS						GA4				
CAMPAIGN	EMAIL TYPE	OPEN RATE	CTR	TOTAL SEND	ORDERS	REVENUE	SL	PRE		
4/21 - Beach Body Blitz - Last Chance - 8am - 1+ Purch	Sale	50.65%	0.17%	292998	54	\$8,408.56			Final Hours: Bea Click to see mind-blowing transfo	
4/22 - Earth Day Promo - 8am - 1+ Purch	Promo	55.99%	0.18%	262945	27	\$3,996.13			[BOGO] Happy E Subscribe to any wellness produc	
4/23 - TSS Checklist - 8am - 1+ Purch	Sale	56.30%	0.12%	252619	21	\$2,889.87			The Shortcut To Everyone Will Ask What You Did.	
4/23 - Low T Level - Men's Health - SEG 2 - 7:30am - 1+ Purch	Seg Send	44.02%	1.11%	5431	4	\$1,022.63			3 Proven Ways 1The blueprint for better performar	
4/24 - Why Are You Always Hungry - 8am - 1+ Purch	Value/Sale	55.36%	0.12%	260281	22	\$3,555.45			Always Hungry? Don't Fight Hunger With Willpowe	
4/24 - Ambassador Email 2 - 5pm - 1+ Purch	Value	47.93%	1.58%	20542	2	\$199.93			Love Inno Su Make Money Doing What You Lo	
4/25 - Flash Friday - Inno Fit30 - 8am - 1+ Purch	Sale	44.76%	0.13%	323457	47	\$8,566.98			Don't Scroll F Tap for Sitewide Savings + Up to	
4/26 - Dream Cart Launch - 8am - 1+ Purch	Promo	53.39%	0.26%	261602	10	\$1,956.33			This Cart Could LLoad your cart, snap a pic, reply.	
4/27 - 2 Truths & A Lie - 8am - 1+ Purch	Value/Sale	50.73%	0.16%	259612	4	\$797.51			Your brain shrink Click to play 2 truths & a lie!	

## Final Takeaway

This approach revived a dormant list and turned email and SMS into a major profit driver with weekly sales reaching \$198k+. Inno Supps gained control over its audience and built a reliable stream of high-margin revenue.