



Discover How MashrFlows Helped Lowes Menswear Migrate Out Of Mailchimp & Increased Monthly Email Revenue by 63%.

Overview

Lowes Menswear is a leading family-owned retail chain offering well-made clothing at affordable prices for men. With over 200 stores nationwide, it continues to expand steadily as it has for 75 years.

With over 850,000 subscribers on their email list, Lowes approached MashrFlows to help them implement a more sophisticated approach to their email marketing to ultimately increase their online monthly revenue.

Migrate Out Of MailChimp

To achieve the long-term growth goals, the first step was to migrate Lowes out of Mailchimp and into MashrFlows’s platform with a richer feature set. MashrFlows conducted a full ESP migration to ensure better inbox delivery, higher open and click through rates and most importantly, higher converting email automation campaigns (most of which are not even possible in Mailchimp).

An Easy and Seamless Integration

As part of the engagement, MashrFlows provided a dedicated migration and lifecycle email marketing specialist to help Lowes at every step of the way. From template creation, platform training and a full setup of all the automation flows, Lowes were guided at every step of the way.

Implement Automated Email Campaigns

Within the first 30 days of migrating into the new platform, the following automated campaigns were set up and deployed by the MashrFlows team as part of our “done for you” offering:

- Welcome series
- Cart abandonment
- Product page abandon
- Site search browse
- Category page abandon
- Cross sell campaign
- Replenishment campaign
- Win back campaign

63% Increase In Sales In The First 90 Days

With a successful migration out of Mailchimp and a series of more advanced automated campaigns, MashrFlows were able to deliver great results while sending 31% fewer emails.

Platform	Emails Sent	Open Rate	Click rate	Revenue
Mailchimp	34.1 million	12.9%	0.67%	\$155,412
MashrFlows	23.4 million	17.5%	3.3%	\$253,893
% Change	-31%	+35%	+392%	+63%



“The MashrFlows team successfully helped us graduate from a basic tool like Mailchimp while at the same time dramatically improved all of our key email marketing metrics.”



Zuzana Martins
Digital Marketing Manager

