Case Study · June 2026

Direct-to-Consumer Skincare

IIRA Skincare: 300% BFCM Growth with Zero Ad Spend.

How we turned discount-dependent revenue into predictable, repeat-driven growth "without spending a dollar more on acquisition."

Read the case study →

300%	**$0**	**2.3x**	**2.6x**
BFCM GROWTH	NEW AD SPEND	REPEAT RATE	CUSTOMER LTV

CLIENT	STARTING POINT	REVENUE MODEL
IIRA	**<900**	**70%**
D2C Skincare Brand	customers · $1–3M ARR	locked in BFCM season

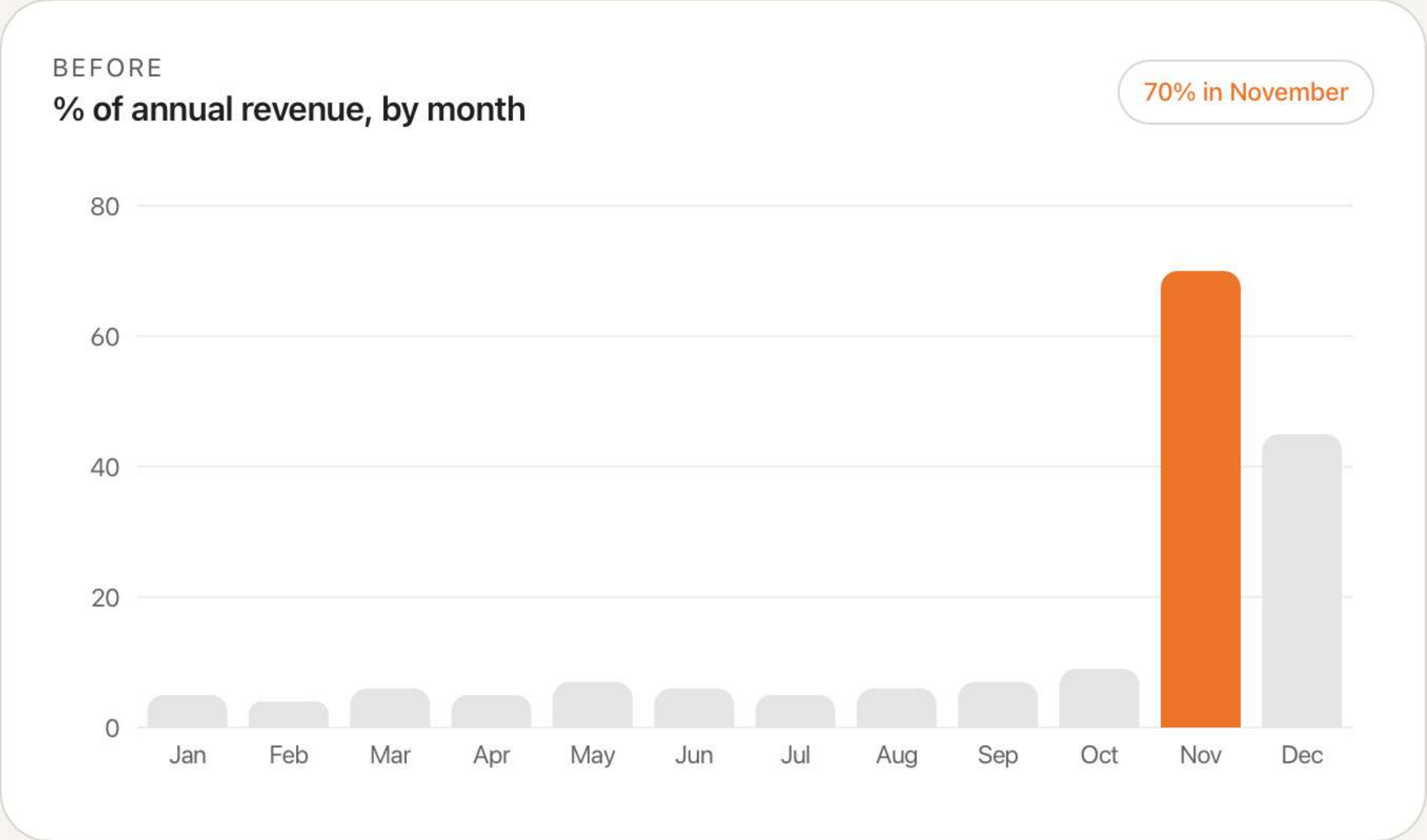
01 · THE PROBLEM

Discount dependency was eating 11 months of revenue.

IIRA faced a challenge that affects 70% of D2C skincare brands: **discount dependency**. Most of their annual revenue arrived in a single month, "November Black Friday"

The remaining 11 months were financially dead. Repeat purchase rate hovered around 20–25%, meaning 75% of hard-won customers never came back.

Growing meant increasing ad spend just to replace lost customers. An unsustainable treadmill.



02 · THE ROOT CAUSE

They weren't ignoring acquisition. They were ignoring the customers they already had.

Poor offer clarity & discount dependency

Offers blurred together — the only lever left was price. We redesigned the ad creative and offer architecture so the brand sold on value, not just discount.

Fix: Ad creative + offer design

No repeat purchase

Customers bought once and disappeared. There was no system bringing them back. We installed an email marketing engine to nurture, segment, and re-activate.

Fix: Email marketing engine

Three layers of Revenue Flow Architecture.

LAYER 01

01

70% education · 30% product

Weekly Community-First Email Nurture

A weekly sequence designed to keep IIRA in customers' minds during off-season months. Brand story, customer wins, skincare education, founder insights. Soft product mentions — never a hard push.

WHY IT WORKS

Customers don't forget brands that consistently add value. We rebuilt the relationship layer that BFCM selling depends on.

LAYER 02

02

Engaged ≠ Passive

Engagement Segmentation

We separated the engaged segment (opened 3+ emails in 60 days, clicked products, recently purchased) — ~35–40% of the list but responsible for 70%+ of repeat revenue potential.

WHY IT WORKS

Segmentation gave us confidence to go aggressive with VIPs without risking unsubscribes from passive customers.

LAYER 03

03

Tiered campaign

Exclusive BFCM Campaign

Engaged customers got 48-hour early access, exclusive bundles, and personal founder messaging. Passive customers got a reactivation sequence. The general list got the standard offer.

WHY IT WORKS

Engaged customers bought bundles (higher AOV), came back more often, and generated 60%+ of total BFCM revenue.

04 · THE MONEY FLOW

How the money actually moves now.

BEFORE

1. Ad Spend
2. New Customers
3. Single BFCM Purchase

AFTER

1. Weekly Email Nurture
2. Engaged Existing Customers
3. 3× BFCM Sales + Repeat Purchases

05 · RESULTS

From $2K to $6K revenue in 14 days.

300% growth. Zero new ad spend.

$500 → $1.5K
Monthly profit
+3% margin growth

$2K → $6K
Revenue in 14 days
3× in two weeks

+$6K
Added in 2 months
$10K total (vs $4K before)

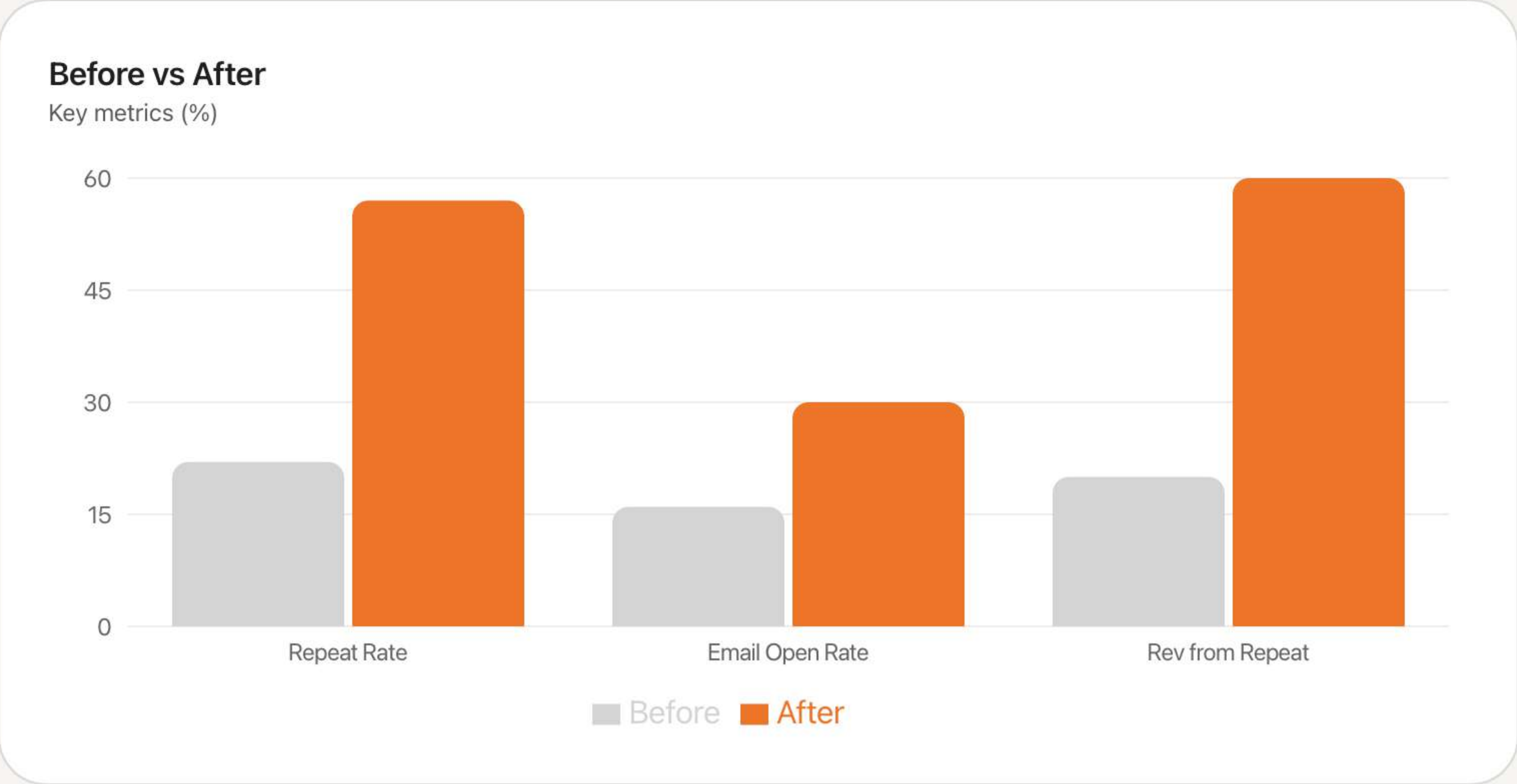
Proof: one week of email revenue

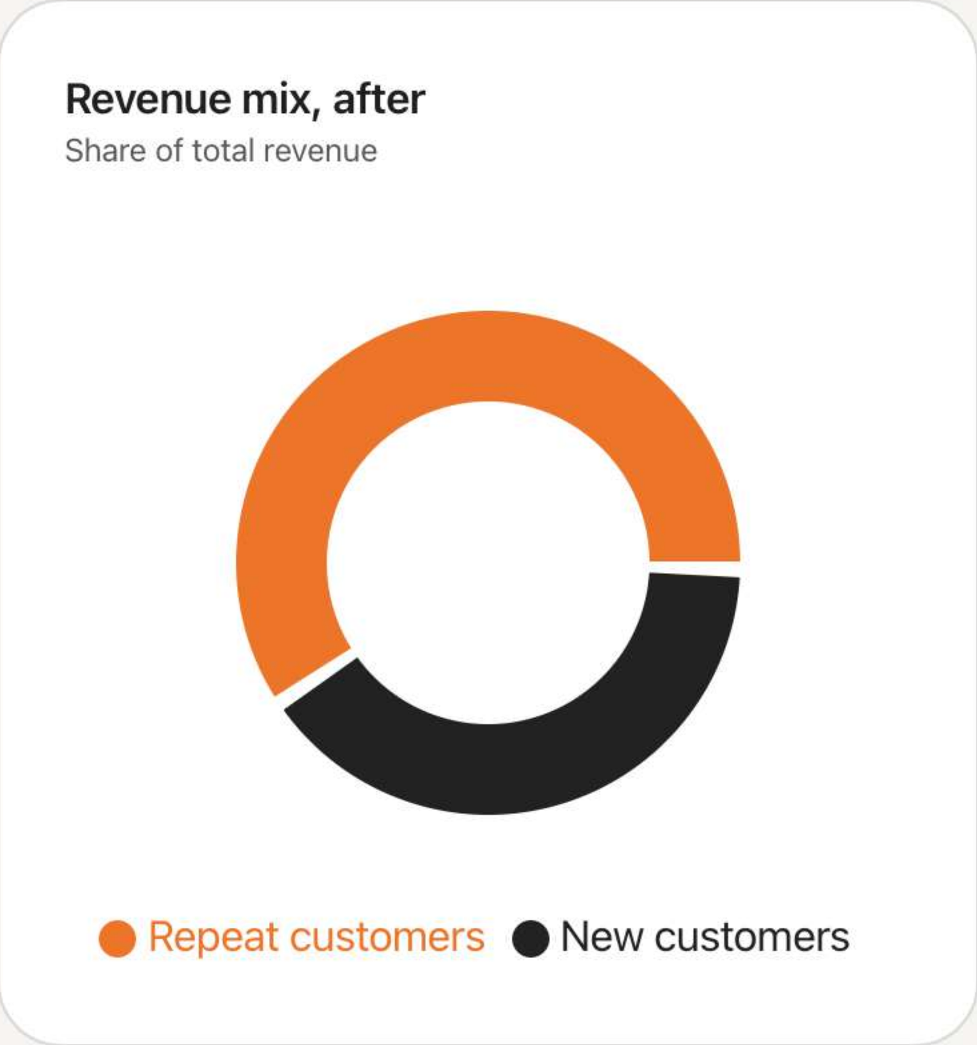
Live Klaviyo snapshot — BFCM 2025 send sequence

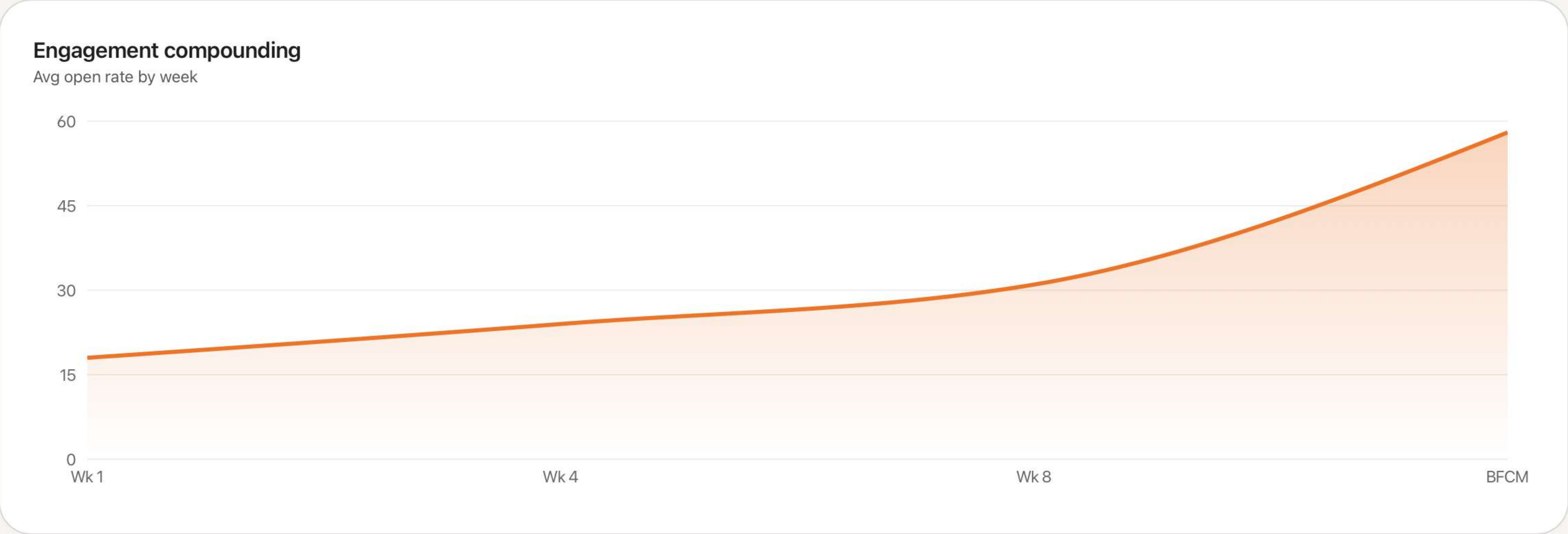
~$1,254 from 6 sends

BFCM-autumn Email List		Sent	Nov 29, 2025 6:00 PM	38.78% 425 recipients	0.73% 8 recipients	$228.00 5 recipients
BFCM-thanksgiving Email List and All Email Subscribers – BF 2025		Sent	Nov 27, 2025 6:00 PM	40.89% 442 recipients	0.83% 9 recipients	$646.00 15 recipients
BFCM - urgency Email List		Sent	Nov 26, 2025 6:15 PM EST	41.75% 438 recipients	0.67% 7 recipients	$0.00 0 recipients
BFCM Announcement Email List		Sent	Nov 23, 2025 5:00 PM	41.47% 418 recipients	0.40% 4 recipients	$190.00 5 recipients
BFCM Announcement 2 Email List		Sent	Nov 22, 2025 6:00 PM	40.69% 411 recipients	0.40% 4 recipients	$0.00 0 recipients
BFCM Announcement Email List		Sent	Nov 21, 2025 6:15 PM	44.10% 437 recipients	1.82% 18 recipients	$190.00 5 recipients

Six emails over nine days — 40%+ average open rates and four figures of attributable revenue from a list we'd been nurturing all year. No new ad spend.


Before vs After
Key metrics (%)
60
45
30
15
0
Repeat Rate
Email Open Rate
Rev from Repeat
Before
After


Revenue mix, after
Share of total revenue
Repeat customers
New customers


Engagement compounding
Avg open rate by week
60
45
30
15
0
Wk 1
Wk 4
Wk 8
BFCM

METRIC	BEFORE	AFTER	CHANGE
Monthly Revenue	$2,000	**$6,000**	**+3×**
Monthly Profit	$500	**$1,500**	**+3% margin**
2-Month Revenue	$4,000	**$10,000**	**+$6,000**
Repeat Purchase Rate	20–25%	**55–60%**	**+2.3×**
Email Open Rate	15–18%	**28–32%**	**+70%**
Revenue from Repeat Customers	20%	**60%**	**+3×**
Incremental Ad Spend	Baseline	**+$0**	**$0**

07 · THE PLAYBOOK

Run the same play in 8 weeks.

WEEK 1

Step 1: Audit Your Retention Gap

- % of customers who purchased more than once
- Current repeat rate
- Off-season email cadence
- Average customer LTV

WEEK 2–3

Step 2: Build Your Nurture Sequence

- Founder story / brand origin
- Customer win / testimonial
- Educational (how-to, ingredients)
- Soft product mention

WEEK 8+

Step 3: Segment & Test at Peak Season

- Engaged: 48-hr early access + bundles
- Passive: reactivation sequence
- Track AOV, repeat, LTV by segment

Timeline: 4 weeks to launch · 8 weeks to results · Investment: time + platform costs. No additional ad spend needed.

06 · FIVE INSIGHTS

What we learned, in five lines.

01 The Retention Paradox

Brands ignore 60–70% of revenue potential by chasing acquisition. For skincare's 3–6 month cycles, retention beats acquisition on every metric.

02 Segmentation > Spray-and-Pray

Top 20% of engaged customers drive 80% of repeat revenue. VIP your best; lighter-touch the rest.

03 Content > Conversion

Weekly community content drives purchase readiness. The promo email becomes the trigger, not the persuasion.

04 Frequency > Perfection

Weekly founder-voice emails outperform sporadic polished ones. Real beats corporate.

05 Event Dependency Is a Risk

One bad BFCM puts the year at risk. Diversified, repeat-driven revenue is a strategic advantage.

THE CORE INSIGHT

IIRA didn't invent a new product. They didn't launch a viral campaign. They didn't run expensive new ads.

They simply stopped ignoring their existing customers.

Revenue Flow Architecture™ isn't about finding new customers. It's about unlocking revenue from the customers you already have.

IIRA proved it at 300%.

By Reimagine Studio

Revenue Flow Architecture™

A repeatable framework for D2C brands ready to stop renting revenue from one peak event — and start owning it year-round.

reimaginestudio.in →