

Case Study: 461% Email Revenue Growth

**In Just 30 Days: \$33K to \$152K Monthly
Email Revenue**

THE FINAL TOUCH EFFECT

The Last Touch Your Emails Need to Shine

A Case Study: Pasano Collection

Executive Summary

Pasano Collection, a luxury fashion brand generating \$600K in revenue, had a broken email system. With no automated flows, poor popup strategy, and zero campaign planning, they were leaving massive revenue on the table—emails contributed just \$33K monthly, a mere 5.5% of total sales.

Luxury brands deserve luxury results. The Final Touch Marketing rebuilt their email infrastructure from the ground up.

461% Email Revenue Growth

In Just 30 Days: \$33K to \$152K Monthly Email Revenue

The Challenge

When Pasano Collection approached us, they had all the ingredients for success—premium products, strong brand identity, and a loyal customer base—but their email marketing was fundamentally broken:

Critical Infrastructure Failures

- Zero Email Flows: No welcome series, no abandoned cart recovery, no post-purchase automation—nothing
- Poor Popup Strategy: Ineffective lead capture leaving thousands of potential customers uncollected
- No Campaign Strategy: Random, inconsistent emails with no revenue-driving framework
- Minimal Email Revenue: Only \$33K monthly—just 5.5% of total sales when luxury brands should see 25-35%

The Bottom Line

Pasano Collection was treating email like an afterthought. For a luxury fashion brand, this wasn't just underperformance—it was leaving over \$100K monthly on the table and failing to nurture their high-value customers.

The Final Touch Solution

We didn't just optimize their email—we rebuilt it entirely. Every element was designed to match the sophistication of their luxury brand while maximizing revenue.

Phase 1: Foundation Rebuild

- Strategic Popup Redesign: Created high-converting lead capture that aligned with luxury brand positioning
- Complete Flow Architecture: Built essential automation flows from scratch—welcome series, cart abandonment, browse abandonment, post-purchase, and win-back
- Luxury-Focused Design: Created email templates that reflected premium brand aesthetic while driving conversions

Phase 2: Strategic Campaign Framework

- Revenue Calendar: Developed sophisticated campaign strategy aligned with fashion seasons and customer purchase cycles
- Segmentation Strategy: Created targeted segments for VIP customers, new subscribers, and engaged shoppers
- Compelling Copywriting: Crafted luxury-appropriate messaging that elevated the brand while driving action

Phase 3: Optimization & Scale

- Performance Monitoring: Implemented comprehensive tracking and analytics for continuous improvement
- A/B Testing: Systematically tested subject lines, send times, and offers to maximize revenue
- Revenue Attribution: Proved email's impact with clear revenue tracking and reporting

The Results: Immediate & Dramatic

The transformation happened in the very first month.

\$119,000

Additional Email Revenue Added in Month 1

Before vs After: First Month Results

Metric	Before	After The Final Touch
Monthly Total Revenue	\$600,000	\$700,000+
Monthly Email Revenue	\$33,000	\$152,000
Email Revenue %	5.50%	21.70%
Email Infrastructure	Broken	World-Class
Email Growth Rate	—	461%

Month 1 Performance Highlights

<div>\$119,000</div> <div>Additional Email Revenue</div>	<div>\$119,000+</div> <div>Total Revenue Increase</div>
<div>4X</div> <div>Email Revenue Multiplier</div>	<div>30 Days</div> <div>Time to Transform</div>

What We Built for Pasano Collection

Complete Email Flow Architecture

- Luxury Welcome Series: Multi-email sequence introducing brand story and driving first purchase
- Premium Cart Recovery: Sophisticated abandonment flows designed for high-value fashion purchases
- Post-Purchase Excellence: Nurture sequences that build loyalty and drive repeat purchases
- Browse Abandonment & Win-Back: Capture every revenue opportunity from engaged shoppers

Strategic Popup & List Growth

- High-Converting Popup: Redesigned lead capture that reflects luxury positioning while maximizing conversions
- Strategic Incentives: Compelling offers that attract quality subscribers without devaluing the brand

Revenue-Driving Campaign Strategy

- Fashion Calendar Alignment: Strategic campaigns timed with seasons and fashion trends
- VIP Customer Treatment: Exclusive campaigns for high-value customers
- Collection Launch Excellence: Maximize revenue from new product releases

Why This Transformation Matters

- Immediate Impact: 461% email revenue growth in just 30 days
- Infrastructure Built Right: From zero flows to complete automation architecture
- Revenue Unlocked: Added \$119K in monthly email revenue—money that was always there, just untapped
- Total Growth: Email drove overall revenue up by \$100K+ monthly
- Luxury-Appropriate Execution: Every element designed to match premium brand positioning

The Reality for Luxury Brands: Most premium fashion brands have broken email systems. They treat it like a checkbox instead of the revenue powerhouse it should be. Pasano Collection's transformation proves what's possible when email is done right.

From Broken to Best-in-Class in 30 Days—That's The Final Touch Effect

Designs which print revenue...

48 Hrs Only: 25% Off Footwear!

PASANO

25% OFF All Footwear
Use Code: FOOTWEAR25

See Customer Favourites



Luxury Boat Shoes Cannes



Suede Leather Loafers



Espadrilles Loafers

Claim with FOOTWEAR25



Low Leather Loafers

Claim with FOOTWEAR25



Shop Santorini Cross Strap Sandals



Shop High Leather Loafers

PASANO

Hurry up! Save 15% off only for 24 hours

Save 15% with ELEGANCE15



Cannes by Night

Shop the Sale

Grab 15% off on PASANO Classic



Last days to save 15% on classics you'll love forever!

Style that lasts a lifetime. Shop Pasano Everyday Classics and enjoy 15% off for a limited time only. Use the code ELEGANCE15.



Shop the Sale

Old classical Brand - Elegance lives here

PASANO

No longer want to receive these emails?
Unsubscribe.

Pasano Collection Nimrodstraat 12 Tilburg, 5042 WX, Netherlands

30% OFF PASANO Classics - 48 HRS ONLY

PASANO

Save 30% off
USE CODE: MONTH30

It's time to break the month with PASANO's hottest offer! Enjoy an extra 30% OFF on our top 30 bestsellers with code MONTH30.

Browse Top PASANO Picks

Luxury is our signature

- ✓ Premium, carefully sourced materials
- ✓ Timeless classics that never go out of style
- ✓ Affordable luxury with durable quality
- ✓ Expert tailoring for perfect fit and lasting comfort



Buy Blouse Amalfi



Shop Luxury T-shirt



Shop Knitted Button Up Shirt



Low Leather Loafers

Necklace the Palm

Why to wait? These deals are exclusive, limited, and will be gone before you know it.

Claim with MONTH30

Hurry Up! Save €20 on Classic Looks - 24 HOURS ONLY

PASANO

Don't miss your chance to refresh your style
Use code: CLASSIC20

GET €20 off with CLASSIC20

Limited Time: €20 Off Pasano Classic Looks.



Corduroy Set

GET €20 off with CLASSIC20



Cannes by Night

GET €20 off with CLASSIC20



Beige Jacquard Set Palermo

GET €20 off with CLASSIC20



OUR CUSTOMERS REVIEWS

Ready for a style refresh? Save €20 on orders above €39 for 24 hrs with the code CLASSIC20.



Santorini Cross Strap Sandals



Low Leather Loafers



Suede Leather Loafers



Espadrilles Loafers

EXPLORE CUSTOMER FAVORITES

Shop By Category

ACCESSORIES | FOOTWEAR
JEWELRY | BOTTOM

Where tradition meets style

PASANO

No longer want to receive these emails?

Hurry up! Save 20% on PASANO

PASANO

Don't miss 20% off on PASANO - available for this weekend only!

Shop with WEEKEND20



Declan W. 5 stars

First time I was made for me. Top fabric, very premium, and the stitching is top notch.



Hugo W. 5 stars

These shirts are perfect for casual dress. They fit well, are comfortable, and have a relaxed size.



Harvey K. 5 stars

The shirt feels high quality, not exactly like cheapo. However, bought one quickly after.



Lucas M. 5 stars

The second color means there's more variety. Can dress them up or down.



Corduroy Set

Browse Classic Collection

Blouse Amalfi | Espadrilles Loafers



Low Leather Loafers



Pasano Luxury Linen Set Cape Town



Santorini Cross Strap Sandals

Browse Classic Collection

Enjoy 20% OFF on select PASANO classics with code WEEKEND20, only for this weekend. Don't miss out!

Shop with WEEKEND20

Classic Craft, Modern Edge

Old Money Luxury | FREE Shipping | Hassle-Free Return

Shop By Category

Is your brand treating email like an afterthought?

**If you're generating 6-7 figures but email contributes
less than 20%, you're leaving hundreds of thousands
on the table every month.**

We are the last touch your emails need to shine.

**The Final Touch Marketing
Email Marketing That Delivers Actual Results**