

**Case Study:**  
**247% Email Revenue**  
**Growth in 60 Days**

# THE FINAL TOUCH EFFECT

*The Last Touch Your Emails Need to Shine*

*A Case Study: Quiet Bounce*

## Executive Summary

When basketball apparel brand Quiet Bounce came to The Final Touch Marketing in July 2024, they were stuck. Despite working with another email marketing agency, their email channel was underperforming—contributing just 16.58% of total revenue when their target was 20%.

*Within just 60 days, we transformed their email marketing from an underperforming channel into their strongest revenue driver.*

## The Challenge

Quiet Bounce, a basketball apparel brand, faced a critical problem:

- Previous Agency Performance: Their existing email marketing agency was failing to meet even basic benchmarks
- Missed KPI Target: Email revenue contribution was stuck at 16.58%, falling short of their 20% goal
- Untapped Potential: With monthly revenue at \$37K, their email channel was leaving money on the table
- Stagnant Growth: Despite having an agency, they couldn't break through their revenue ceiling

## The Final Touch Solution

On July 16, 2024, Quiet Bounce partnered with The Final Touch Marketing. We immediately deployed our proven email optimization framework:

Our Approach

- Strategic Email Audit: Identified critical gaps in segmentation, messaging, and automation
- Campaign Optimization: Redesigned email flows with compelling copy and high-converting design
- Revenue-Focused Testing: Implemented aggressive A/B testing on subject lines, send times, and offers
- Advanced Automation: Built sophisticated automation sequences to maximize customer lifetime value

***The Results: A Complete Transformation***  
***247% Email Revenue Growth in 60 Days***

## Before vs After Comparison

Metric	Previous Agency	The Final Touch
Total Revenue	\$37,000	\$64,000
Email Revenue	\$6,278	\$21,764
Email Revenue %	16.58%	33.97%
KPI Target	MISSED (20% target)	EXCEEDED +69%

## Month-by-Month Progression

### Month 1 (July 16 - August 16, 2024)

- Total Revenue: \$44,000 (+18.9% from baseline)
- Email Revenue: \$14,000 (32.38% contribution)
- Result: DOUBLED email contribution from 16.58% to 32.38% in just 30 days

### Month 2 (August 16 - September 16, 2024)

- Total Revenue: \$64,000 (+73% from baseline)
- Email Revenue: \$21,764 (33.97% contribution)
- Result: Sustained excellence—maintained 33%+ email contribution while scaling total revenue

## Key Takeaways

Where the Previous Agency Failed, We Excelled:

- 247% email revenue increase in just 60 days
- Email contribution more than doubled from 16.58% to 33.97%
- Exceeded KPI target by 69% (33.97% vs 20% goal)
- 73% total revenue growth while emails became the dominant channel
- Consistent performance maintained across both months, proving sustainability

***The Final Touch Effect: We Don't Just Send Emails—We Transform Revenue***



# Designs which print revenue...

**QBOUNCE**

THE SILENT BASKETBALL IS HERE

[Shop Silent Basketballs](#)

**WHY QBOUNCE?**

**SILENT**

**PERFORMANCE**

**FOR EVERYONE**

**Train Smarter. Play Harder.**

"Parents love it for indoor play — athletes love it for real performance."

**QBOUNCE Basketball Training Mat**

**QBOUNCE Silent Basketball 3.0**

**QBOUNCE Weighted Basketball**

**QBOUNCE Silent Soccer Ball**

[Get Your QBOUNCE Today](#)

**QBOUNCE**

LEVEL UP YOUR GAME ANYWHERE

PERFECT GIFT FOR ALL AGES

Revolutionizing the way basketball feels, sounds & plays.

**QBOUNCE**

**QBOUNCE**

Meet the Silent Basketball 3.0

[Build My Quiet Setup](#)

Up to 70% quieter with true game-feel bounce—so you can work on your skill any hour, anywhere.



## Silent Basketball 3.0



### Durable and Quiet

The Silent Basketball is soft enough not to damage anything indoors but is still durable. Perfect for families with kids!



### Start Quiet Training

We made this for apartments, quiet enough for sleeping babies, early risers, and picky neighbors. Same handles, less noise. Pair it with our Training Mat + Wall Hoop for a zero-excuse home court that won't wake the block.



### See the Quiet Difference

Build a home court you'll actually use —on your schedule.

Tracked shipping + 30-day money-back guarantee. Friendly support if you've got questions.

### Make My Home Court Quiet

#### SHOP BY CATEGORY

Balls

Apparel

Mats

Accessories

**QBOUNCE**

No longer want to receive these emails?

[Unsubscribe.](#)

**6-Hour Extension of VIP Sale**

**QBOUNCE**

Back by popular demand—your final 6-hour head start to lock in your pick.

[Shop Final Hours](#)

Extension granted: VIP window stays open 6 more hours (today)

Core stocks are limited—check out fast

### Pro tip



**Basketball Starter Bundle Kit**

[Shop VIP Sale](#)



**QBOUNCE Silent Soccer Ball**

[Shop VIP Sale](#)



**Silent Basketball 3.0**

[Shop VIP Sale](#)



**QBOUNCE Wall Mounted Hoop**

[Shop VIP Sale](#)

### How to Grab Your VIP Sale Deal?



### Shop VIP Sale

Final hours today—grab your VIP perk before it closes. Free shipping on \$70+ and 30-day returns for peace of mind.

### Shop by Category:

Bundles

Mats

Apparel

Accessories

**QBOUNCE**



No longer want to receive these emails?

[Unsubscribe.](#)

**QBOUNCE**

**Low Stock Alert: Final Units Remaining**

BPM Early Access is moving fast—the top items are almost gone (some already are).

[Shop Final Stock](#)

We're giving you this heads up because you're a VIP. Top products are moving fast and some are already gone, others are almost there. If you've had your eye on something, now's your shot. We'd hate for you to miss out.

### Final Call on Fan Favorites



**Basketball Starter Bundle Kit**

Quiet setup. Custom kits. Selling fast.

[Shop Bundle](#)



**QBOUNCE Silent Basketball 3.0**

Bestseller. Very limited stock remaining.

[Shop Silent Ball](#)



**QBOUNCE Wall Mounted Hoop**

Sold out last year — few left this time.

[Shop Wall Hoop](#)



**Basketball Training Mat**

Pairs perfectly with your silent ball. Low inventory.

[Shop Training Mat](#)

### Don't Miss What's Left

#### Here's What's Left

<p>Available</p> <p>QBOUNCE Silent Basketball 3.0</p> <p>Limited Units</p>	<p>Low Stock</p> <p>Basketball Starter Bundle Kit</p> <p>Almost Sold Out</p>
<p>Available</p> <p>QBOUNCE Wall Mounted Hoop</p> <p>In Stock (for now)</p>	<p>Low Stock</p> <p>Basketball Training Mat</p> <p>Low Stock</p>

### Don't Miss What's Left

We're down to the final units and we won't restock until after the holidays. Free shipping is still live. 30 day returns. Don't wait.

[Shop Final Stock](#)

### Shop by Category

Balls

Apparel

Mats

Accessories

**QBOUNCE**



Ready to experience The Final Touch Effect for your brand?  
We are the last touch your emails need to shine.  
The Final Touch Marketing  
Email Marketing Excellence, Delivered.