

# OMNICONVERT and AMALIN BY ANDREEA RAICU

4.1x

Increase in revenue from  
email marketing in Q4 2023

# ABOUT AMALIN BY ANDREEA RAICU

**AMALIN BY ANDREEA RAICU** is a Romanian fashion brand that takes pride in its sophisticated and elegant designs.

Led by the creative vision of media personality Andreea Raicu, the products were created in order to offer women a framework that helps them discover themselves.

Along with their offline showroom and presence in Romanian department stores, Amalin by Andreea Raicu provides a dual shopping experience by also offering an **online shop**.



## THE CHALLENGE

We started the collaboration in August 2023 and the focal point was to migrate the email marketing infrastructure from MailChimp to Klaviyo, as well as to **revamp the sending process and the design of their emails**.

Based on the findings of our email marketing audit, we proposed and implemented improvement solutions in order to help the brand succeed in today's dynamic and competitive landscape of email marketing within the fashion industry, with one of the core challenges being to **improve the KPIs of newsletters and increase the revenue attributed to them**.

# THE SOLUTION

Our proposed solution in order to streamline the email marketing process and quickly improve the results was to create a design system, as well as an optimized email template to be used for future newsletters.

## Newsletter template optimization

### 1. Hero section

#### BEFORE

→ The header was missing from the campaign email/s.

→ In the “Before” example, there was a lot of text with links, followed by what appeared to be a hero banner (again with excessive copy) and then another text block.



#### AFTER



→ We created one using the brand logo and colors to ensure consistency across all newsletters.

→ We have optimized the hero section to improve readability by adding a straightforward hero banner with a CTA, followed by a brief description of the campaign.

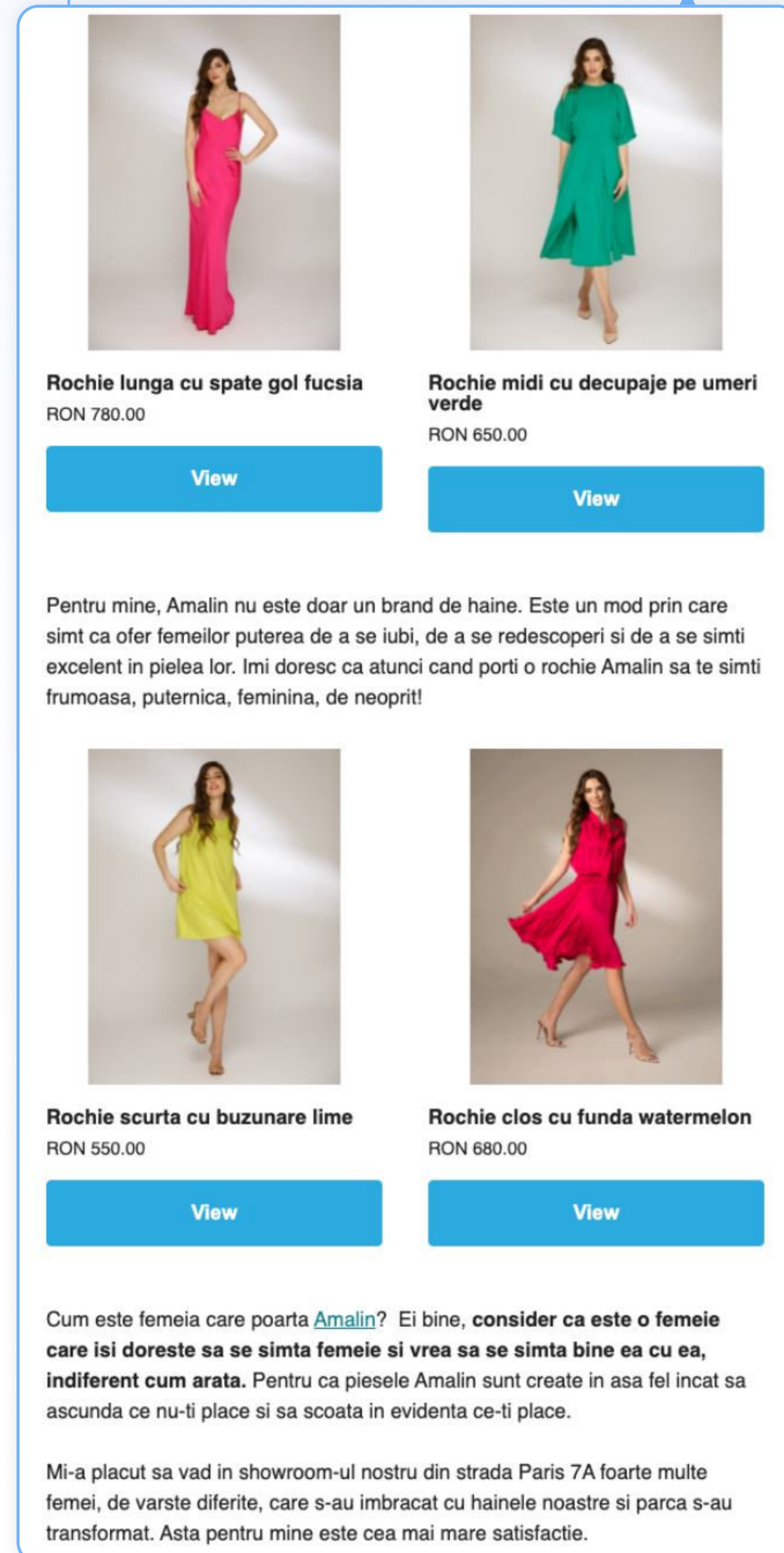
# THE SOLUTION

## 2. Email body

→ In the “Before” example, the email included four hyperlinks all leading to the same listing page. In the product grid, both the images and the call-to-action buttons were clickable.

→ Heatmap analysis revealed that users are three times more likely to click on images than on buttons or hyperlinks.

### BEFORE



**Rochie lunga cu spate gol fucsia**  
RON 780.00  
[View](#)

**Rochie midi cu decupaje pe umeri verde**  
RON 650.00  
[View](#)

Pentru mine, Amalin nu este doar un brand de haine. Este un mod prin care simt ca ofer femeilor puterea de a se iubi, de a se redescoperi si de a se simti excelent in pielea lor. Imi doresc ca atunci cand porti o rochie Amalin sa te simti frumoasa, puternica, feminina, de neoprit!

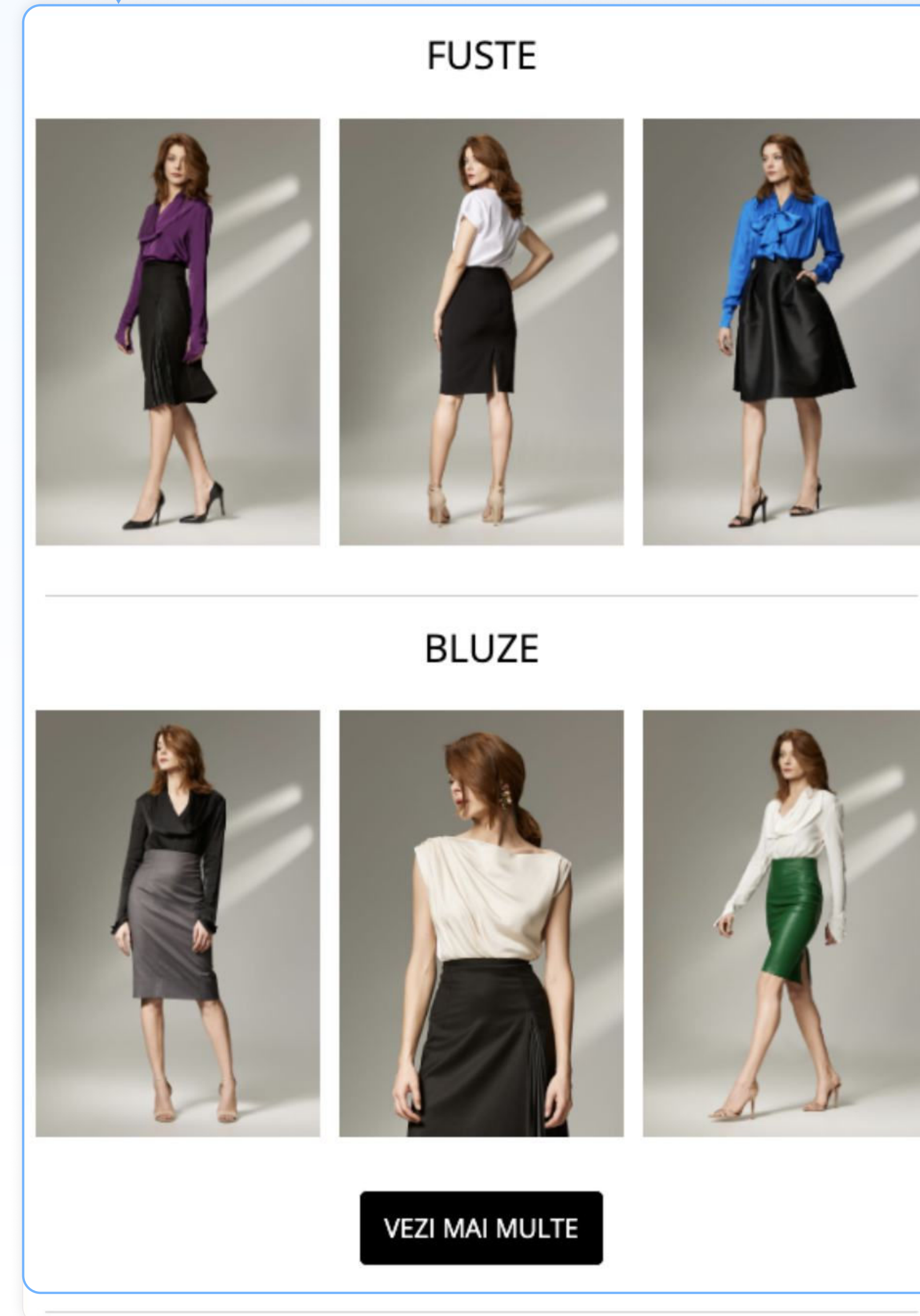
**Rochie scurta cu buzunare lime**  
RON 550.00  
[View](#)

**Rochie clos cu funda watermelon**  
RON 680.00  
[View](#)

Cum este femeia care poarta [Amalin](#)? Ei bine, **consider ca este o femeie care isi doreste sa se simta femeie si vrea sa se simta bine ea cu ea, indiferent cum arata.** Pentru ca piesele Amalin sunt create in asa fel incat sa ascunda ce nu-ti place si sa scoata in evidenta ce-ti place.

Mi-a placut sa vad in showroom-ul nostru din strada Paris 7A foarte multe femei, de varste diferite, care s-au imbracat cu hainele noastre si parca s-au transformat. Asta pentru mine este cea mai mare satisfactie.

### AFTER



**FUSTE**

**BLUZE**

[VEZI MAI MULTE](#)

→ We designed a more streamlined product grid featuring larger images that align with the campaign theme and redirect to the product pages when clicked, followed by a prominent CTA below the grid.

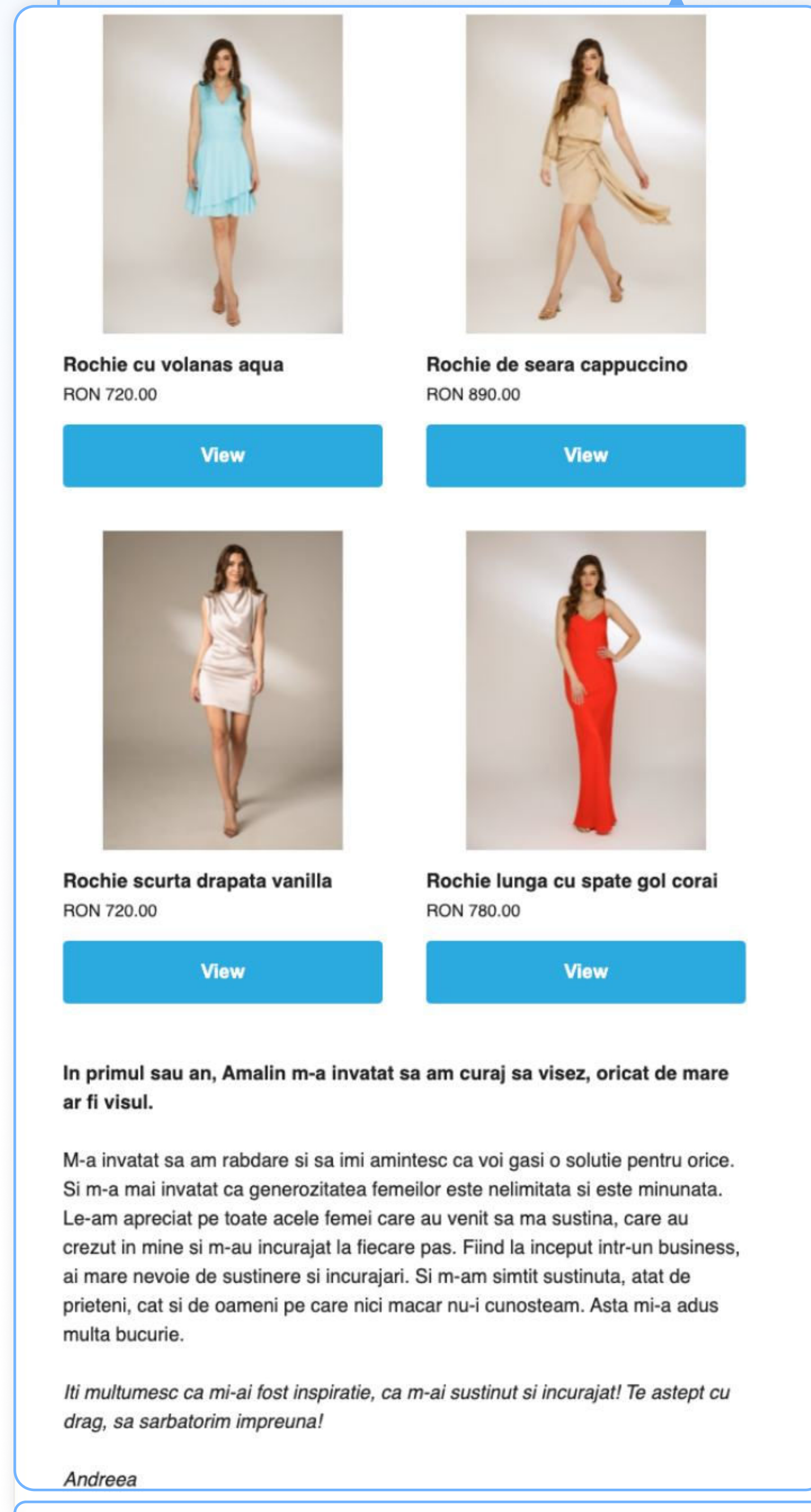
# THE SOLUTION

## 3. Email body and footer

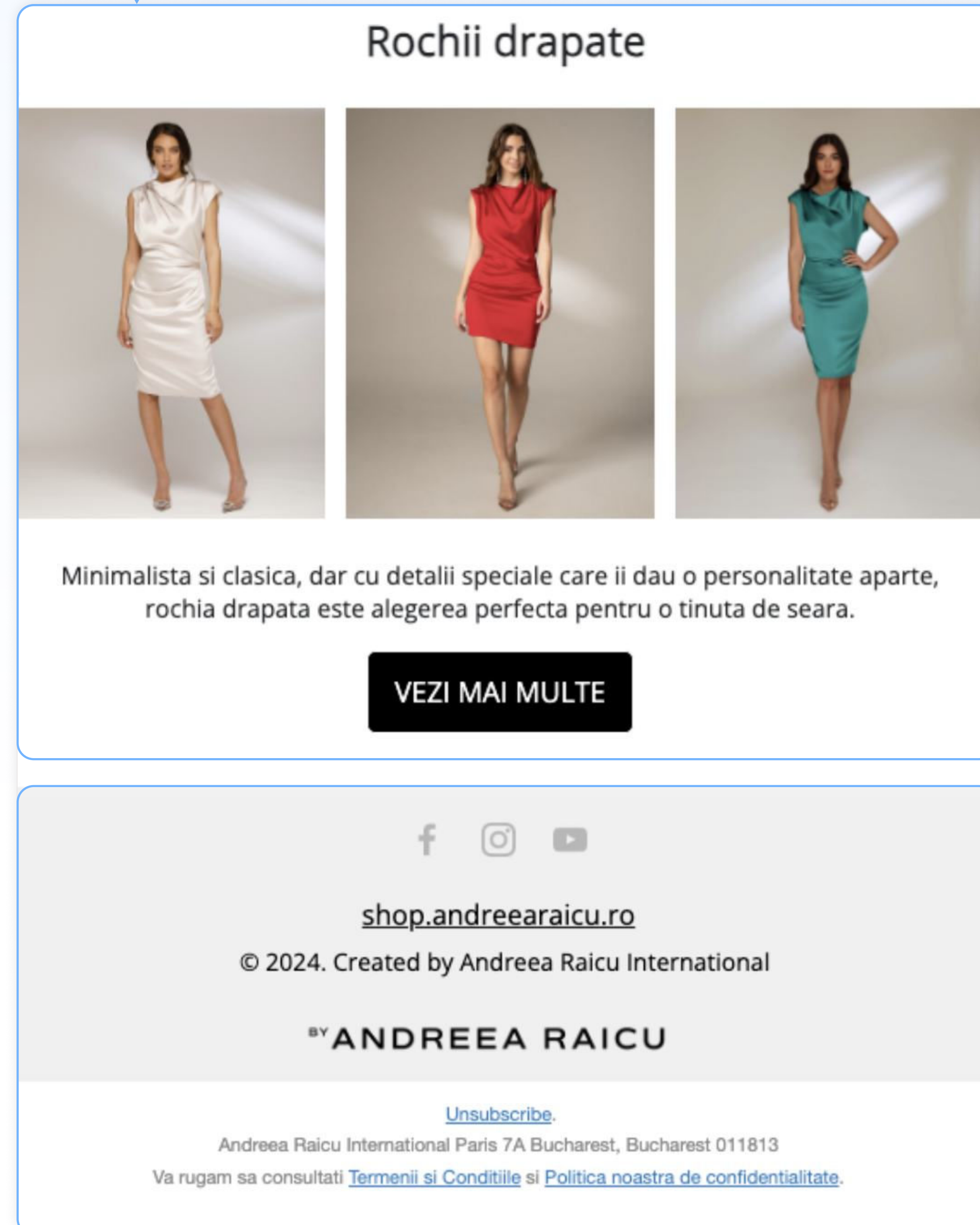
In the “Before” example, the email featured a lot of text, which, although it adds a personal touch, it can become tiring to read for subscribers.

The initial email lacked a dedicated footer.

### BEFORE



### AFTER



Retain only the relevant information in sales emails: we tested shorter, sales-focused email versions that proved successful.

We created a reusable, on-brand, block-type footer, to be included in all emails, featuring useful links such as social media accounts.

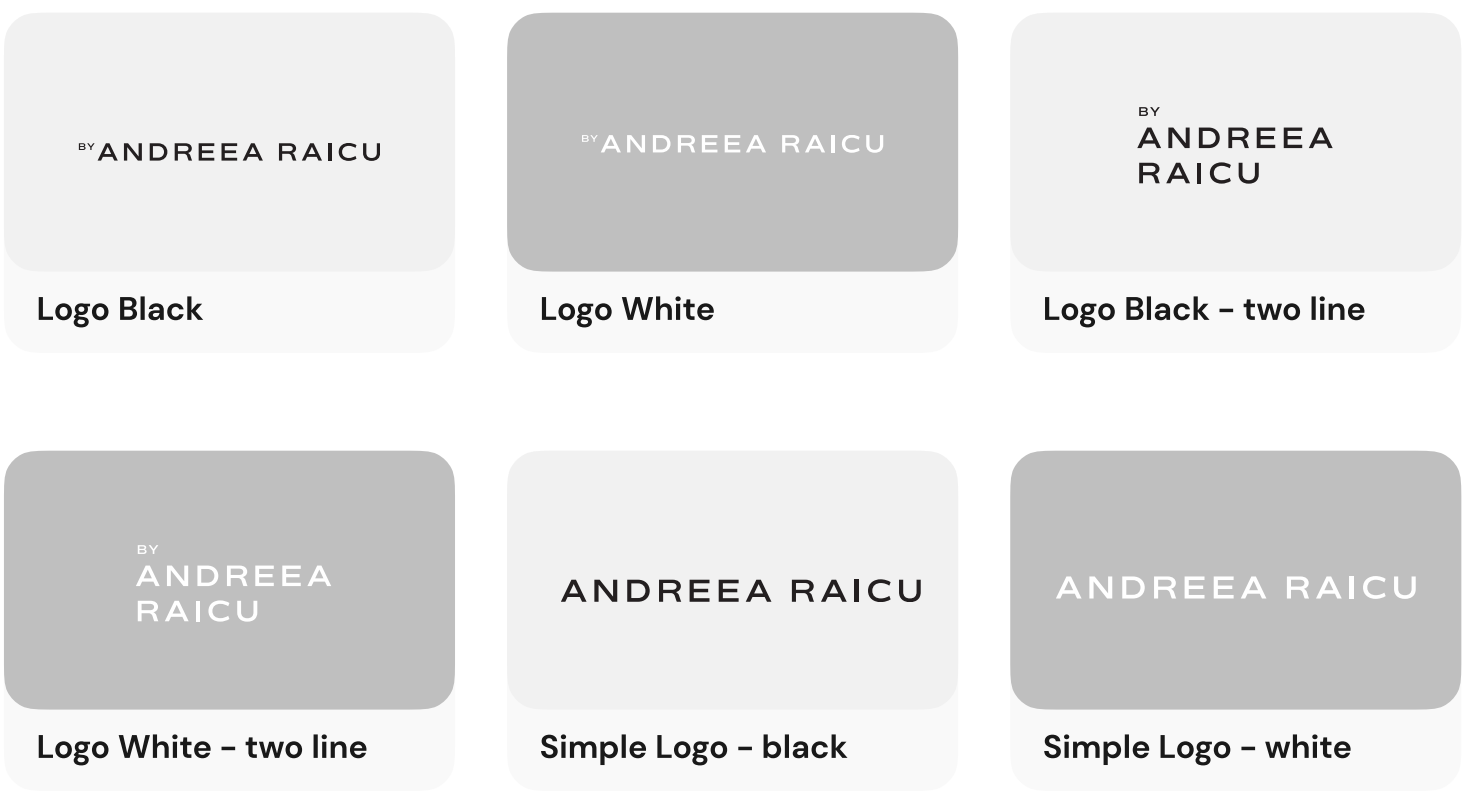
# EMAIL DESIGN SYSTEM

In order to ensure a cohesive look and feel across all email communications, reinforce brand identity and make emails instantly recognizable to subscribers, we also developed an **email design system**.

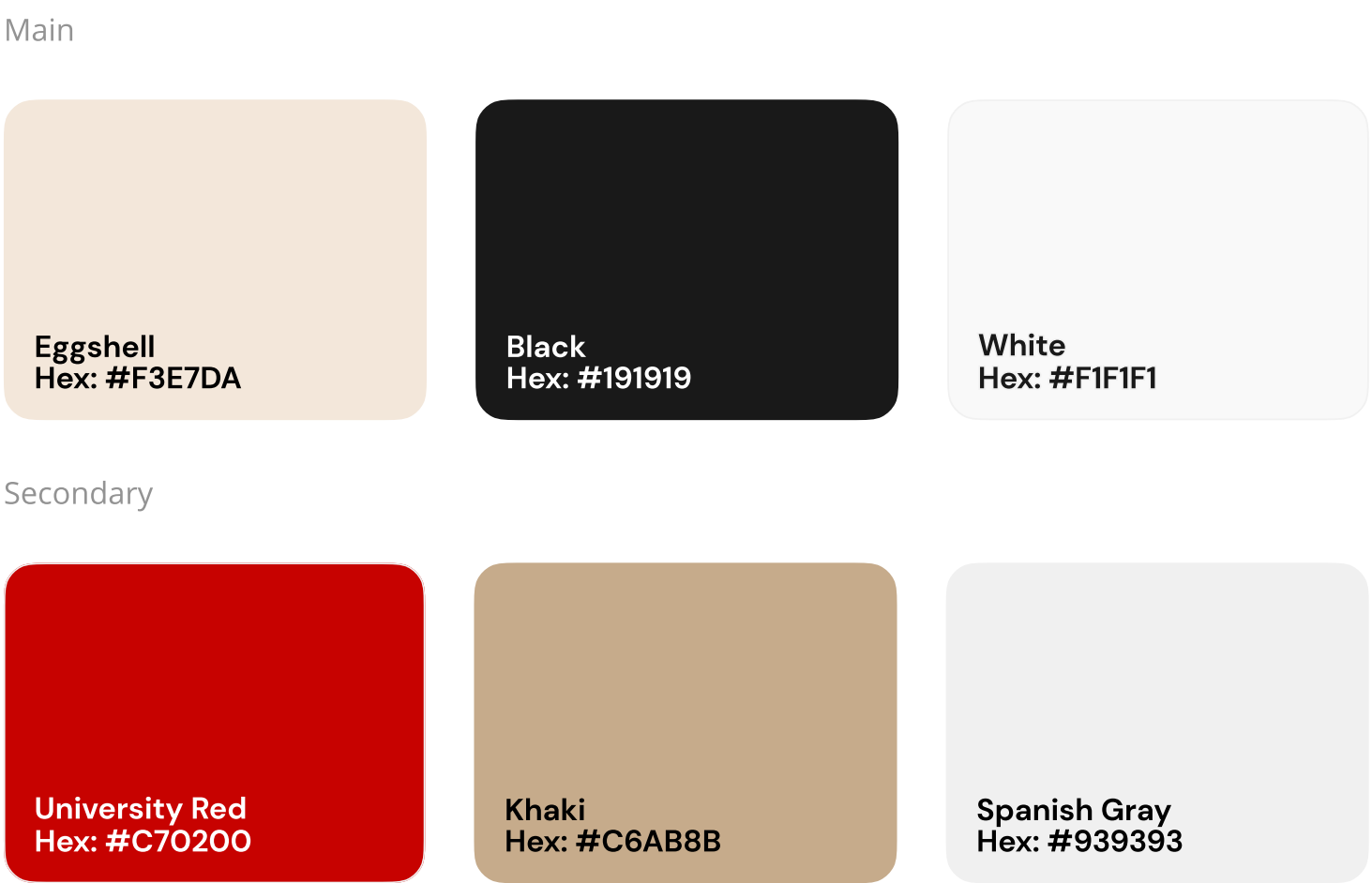
## Typography

|             |             |                      |
|-------------|-------------|----------------------|
| Heading 1   | 42px / 52px | Open Sans - Bold     |
| Heading 2   | 38px / 48px | Open Sans - Bold     |
| Heading 3   | 32px / 42px | Open Sans - SemiBold |
| Heading 4   | 26px / 36px | Open Sans - SemiBold |
| Title       | 22px / 32px | Open Sans - SemiBold |
| Sub Title   | 20px / 30px | Open Sans - Regular  |
| Body Bold   | 18px / 28px | Open Sans - Regular  |
| Body        | 14px / 24px | Open Sans - Regular  |
| Button Text | 14px / 24px | Open Sans - SemiBold |

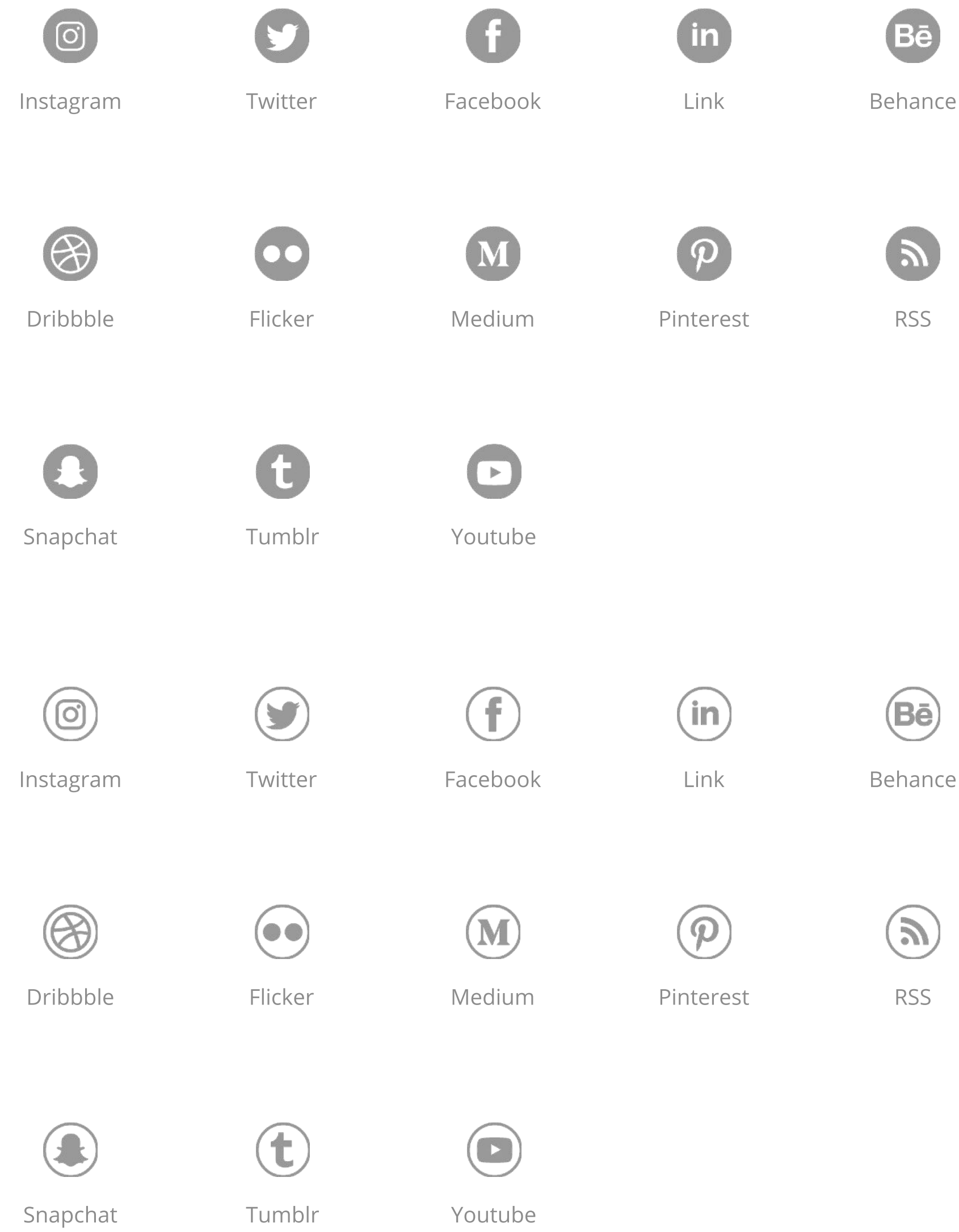
## Logo



## Color



## Social Icon

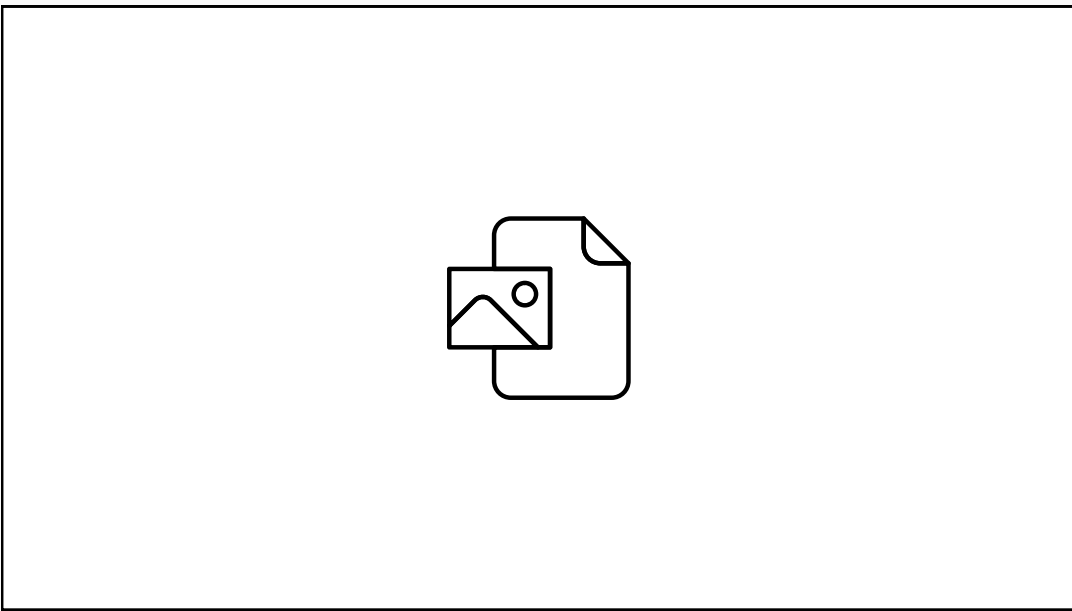


# Email Design System

In addition, by creating **reusable components and templates**, we reduced the time and effort required to create emails. We enhanced the user experience by ensuring that emails are visually appealing, accessible, and optimized for different devices.

## Desktop Templates

BY ANDREEA RAICU



Heading 1

Norem ipsum dolor sit amet, consectetur adipiscing elit. Etiam eu turpis molestie, dictum est a, mattis tellus. Sed dignissim, metus nec fringilla accumsan, risus sem sollicitudin lacus, ut interdum tellus elit sed risus. Maecenas eget condimentum velit, sit amet feugiat lectus. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Praesent auctor purus luctus enim egestas, ac scelerisque ante pulvinar. Donec ut rhoncus ex. Suspendisse ac rhoncus nisl, eu tempor urna. Curabitur vel bibendum lorem. Morbi convallis convallis diam sit amet lacinia. Aliquam in elementum tellus.

BUTTON TEXT

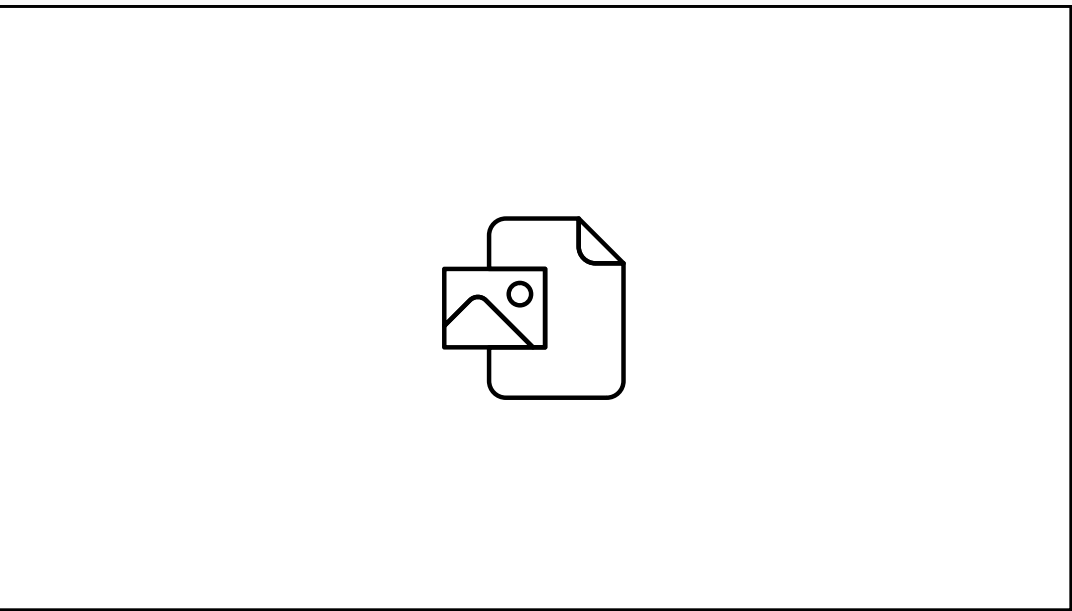


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BY ANDREEA RAICU

BY ANDREEA RAICU



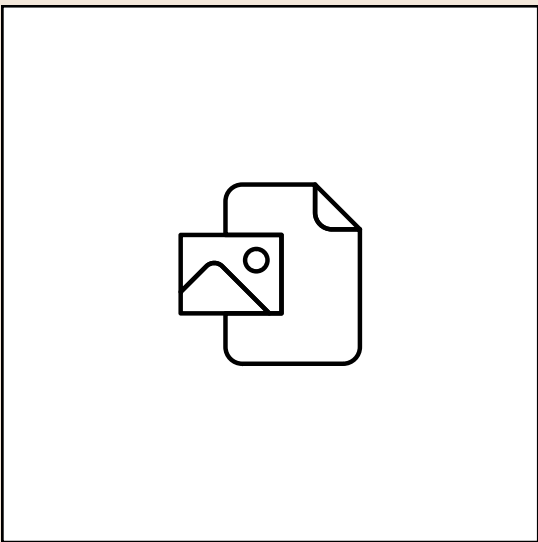
Heading 1

Norem ipsum dolor sit amet, consectetur adipiscing elit. Etiam eu turpis molestie, dictum est a, mattis tellus. Sed dignissim, metus nec fringilla accumsan, risus sem sollicitudin lacus, ut interdum tellus elit sed risus. Maecenas eget condimentum velit, sit amet feugiat lectus. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Praesent auctor purus luctus enim egestas, ac scelerisque ante pulvinar. Donec ut rhoncus ex. Suspendisse ac rhoncus nisl, eu tempor urna. Curabitur vel bibendum lorem. Morbi convallis convallis diam sit amet lacinia. Aliquam in elementum tellus.

BUTTON TEXT

Heading 3

No office romances, no way. Very messy, inappropriate... no. But, I live by another rule: Just do it... Nike.





Rochie scurta cu buzunar mov

500 lei

BUTTON TEXT



Rochie scurta cu buzunar mov

500 lei

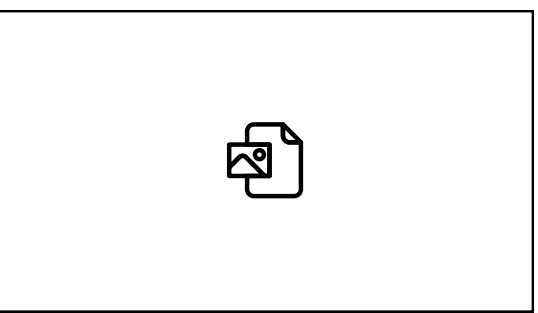
BUTTON TEXT





## Mobile Templates

BY ANDREEA RAICU



Heading 1

My, philosophy is, basically this. And this is something that I live by. And I always have. And I always will. Don't, ever, for any reason, do anything, to anyone, for any reason, ever, no matter what, no matter where, or who you are with, or, or where you are going, or, or where you've been. Ever. For any reason. Whatsoever.

BUTTON TEXT

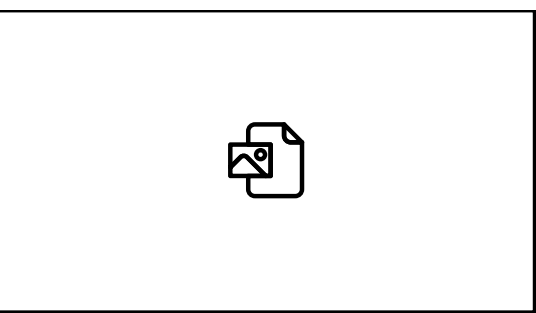


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BY ANDREEA RAICU

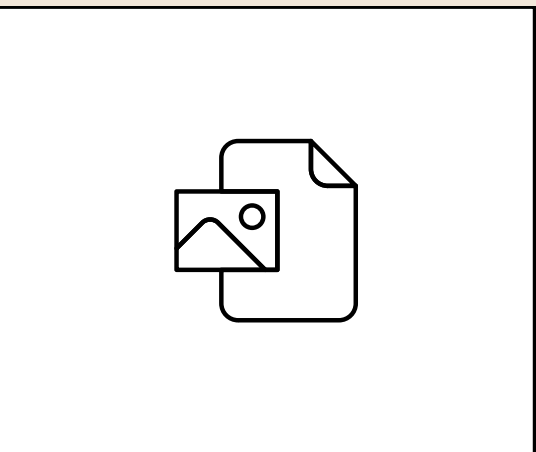
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BUTTON TEXT



Heading 3

No office romances, no way. Very messy, inappropriate... no. But, I live by another rule: Just do it... Nike.



Rochie scurta cu buzunar mov

500 lei

BUTTON TEXT



# CONCLUSIONS

## ACTIONS SUMMARY

1. We made the emails easier to navigate and clarified what action the readers should take, without overloading them with lots of information that could distract them.
2. Since email campaigns aim to create urgency and excitement for a time-sensitive offer, we ensured the message is easy to see and understand within the email.
3. To maintain clarity and focus in emails, we minimized the number of links to prevent confusion and maintain the campaign's primary objective.
4. By creating and implementing a design system and email templates we contributed to a cohesive visual presentation, guiding the reader's attention effectively.

## RESULTS

**4.1x**

Increase in total revenue from email marketing\*

**37**

(vs. 68)\*\*

Total sent newsletters (including Black Friday and Christmas campaigns)

DEC: **18** newsletters

NOV: **13** newsletters

OCT: **6** newsletters

\*, \*\* Q4 2023 compared to Q4 2022

# CONCLUSIONS

*"The collaboration with Omniconvert has had a significant impact on the growth of the Amalin by Andreea Raicu brand. Since the beginning of our partnership, we have seen a steady improvement in the performance of our email marketing campaigns, which has helped us connect more effectively with our customers and increase our visibility in the market. We are delighted with the results and the professionalism of Sandra Negrea, our optimization strategist, and this collaboration continues to be an essential factor in our growth strategy."*

**Andreea Raicu**



Need assistance with the entire email marketing process, from audit to design, implementation and reporting? Look no further - We're your team!

**Schedule a call with us, and together we'll reduce guesswork and achieve great results.**

[Book a Call Here](#)