

Impact Report



The Problem

Pure Heart Essentials is a purpose-driven brand rooted in clean, natural skincare. While they had built a loyal customer base through in-person markets and steady online sales, their digital campaigns were not yet fully optimized to capitalize on high-intent shopping periods.



Leading into Black Friday and Cyber Monday, the opportunity was clear:

- Translate their strong brand story into digital performance
- Increase conversion during peak traffic periods
- Build a campaign that felt aligned with their values, not overly promotional

Snapshot

Industry:	Campaign:	Channels:
Natural skincare and wellness	Black Friday + Cyber Monday 2025 + Holiday Season	Email Marketing + Website Conversion Optimization

Black Friday Period (Nov 27 – Dec 2, YoY):

+31%

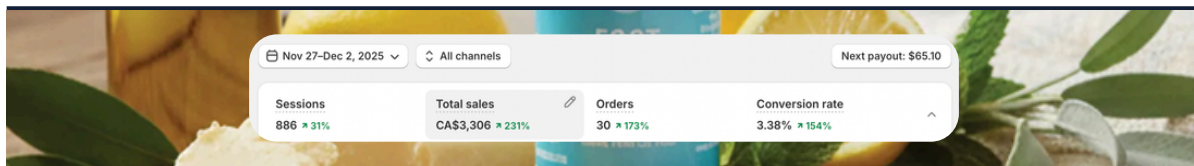
increase in website sessions

+231%

increase in revenue

+173%

increase in orders



Full Holiday Period (Nov 27 – Jan 1, YoY):

+49%

increase in website sessions

+138%

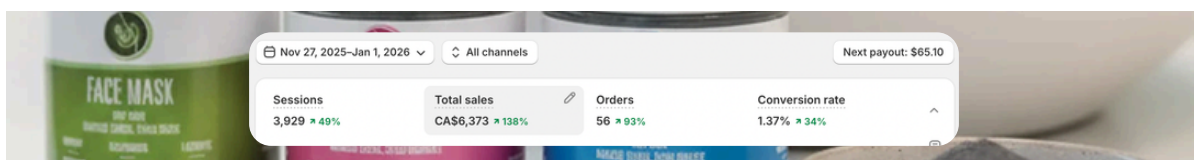
increase in revenue

+93%

increase in orders

+34%

increase in conversion rate



The Strategy

Rather than relying on heavy discounting alone, the focus was on creating a thoughtful, conversion-focused campaign experience.

The strategy centered on:

- A well-paced email sequence that guided customers through the campaign without overwhelming them
- A high-visibility on-site pop-up to clearly communicate the offer and capture attention immediately
- Consistent messaging that balanced urgency with trust, staying aligned with the brand's tone

The goal was to create a campaign that felt intentional, while still driving strong results.

Execution

Email Campaign Strategy

We developed a multi-touch Black Friday to Cyber Monday sequence designed to build momentum across the entire shopping window.

- Messaging evolved from announcement → reminder → urgency → final call
- Each email was designed to be clear, calm, and conversion-focused
- Timing aligned with key buying moments throughout the weekend

These results reflect strong engagement combined with high purchase intent during peak moments.



Top-performing email:

36.77% Open rate **4.12%** Click rate **11.76%** Conversion rate

Secondary high-performing email:

8.33% Conversion rate

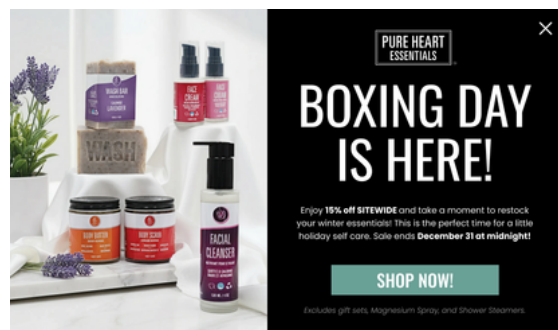
Subject	Channel	Status	Scheduled date	Open rate	Click rate	Conversion rate
Black Friday is ON 15% Off! ⚠️	Email	Sent	Nov 28, 2025 at 6:34 am	36.77%	4.12%	11.76%
It's live! Our Boxing Day Sale starts now!	Email	Sent	Dec 26, 2025 at 9:13 am	30.4%	2.47%	10.34%
We're keeping it going!	Email	Sent	Dec 28, 2025 at 4:23 pm	31.58%	1.43%	5.26%

Website Pop-Up Optimization

To support the campaign, we implemented a targeted website pop-up aligned with the Black Friday offer.

- 10,526 views
- 111 interactions
- 1.05% conversion rate
- 73 leads generated

This ensured that new visitors were immediately introduced to the campaign in a clear way.



My First Campaign	10,526	111	1.05%	73
P	Views	Interaction	Conv. Rate	Leads

Revenue Impact

Jan 1 – Oct 31, 2025: \$12,500 Revenue

Holiday Campaign (Nov 27 – Jan 1, 2025): **\$7,371**

Over one-third of the brand's annual online revenue was generated in just over one month.

Why It Worked

- Messaging remained aligned with the brand's values and tone
- The campaign balanced urgency with trust
- Email and on-site experiences worked together seamlessly
- Focus remained on improving conversion, not just increasing traffic

Client Feedback

Thank you I'm excited too. Will have to go in early and start printing them off. Maybe this is the start to new beginnings ❤️

I have 20 orders to fulfill tomorrow ❤️

I'm just looking at them now, was shocked to see more.

Interesting as lots of people are buying my cleanser

Up to 1k

Wow, this is really doing well. So glad we went with it so many new customers to.

Sent with Siri

It is such a big difference from last year

[Book Your Free Discovery Call](#)



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Leave it to the experts.

About Us

We get small business, because we are small business. We were born into it and entrepreneurship runs deep in our families. We've seen this pattern before: You're losing time trying to do everything.

You can't be a marketer, seller, SEO expert, website designer, social media manager, content creator, and business owner. We'd never want to run your business, so why are you trying to do a job that isn't yours to handle?

Our Mission

You can't do it all, and you shouldn't have to. Our mission is to make the "corporate marketing department" accessible and affordable for small businesses.

When you partner with us, you gain access to our full team of experts who are ready to support you every step of the way.