

CASE STUDY

total^{tea}

Herbal Teas, Supplements, Superfoods

**Total Tea is a leading herbal tea and
supplements retailer based in the USA**

**Total Tea is a family-run business for more than 15 years and it switched
to TargetBay in 2022 for all its email+SMS marketing and
reviews & ratings needs**

**Generated
\$43,095
in sales through
email marketing
in 90 days**



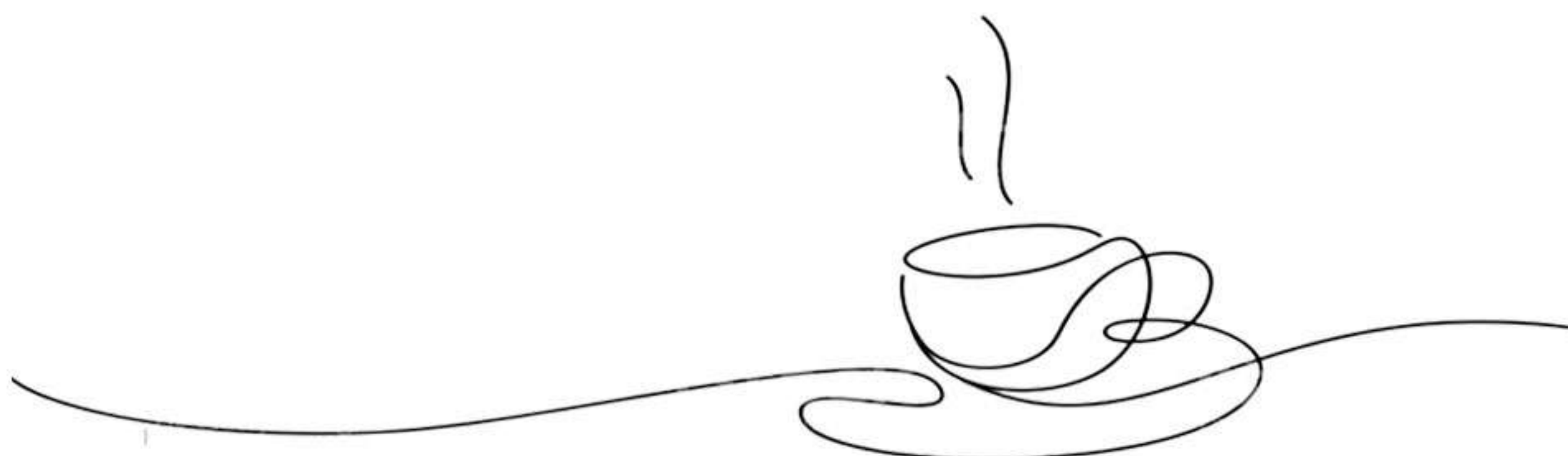
**Generated
\$8,583
every month
from SMS
marketing**



**Quadrupled
email subscribers
in 6 months**



**Collected
943 product
reviews and 66
picture reviews
in 60 days**



BayEngage <> Recharge Integration

Increased reorders by 36% and thereby increased its subscription commerce revenue

Reduced product subscription cancellations and increased recovery by 24% within 90 days

About Total Tea

Total Tea was founded in 2005 by Chad Bostwick, specializing in Detox Tea, Chiroflex Supplements, and Turmeric Curcumin.

At Total Tea, your health matters most. Their teas and supplements were created with the health needs of everyday people in mind - teas are herbal, all-natural, gluten-free, and kosher-certified. Plus, they have no artificial flavors, colors, or preservatives. Interestingly, Total Tea’s supplements have also been created to be as bioavailable as possible. They work fast, and the positive effects last longer. Also, their turmeric curcumin and superfoods are proven to be effective. Needless to say, their detox tea, energy tea, and superfood greens powder all taste delicious and will make you want to order again just for the flavor!

Total Tea’s products are trusted by over 1200 doctors around the USA who sell them in their offices as the products were created to fix everyday health issues. They have been known to help detoxify, increase energy, promote weight loss, reduce inflammation, decrease pain, and increase metabolisms.

A proud Made in the USA brand, Total Tea’s Chiroflex supplements and herbal teas, including detox and natural energy teas, are homegrown in Texas. All their products are safe and manufactured in facilities with the consumer in mind.

 **Industry:** Health, Wellness, and Fitness

 **Location:** Lubbock, TX

Furthermore, Total Tea Gentle Detox is the number one-selling Body Detox Tea on Amazon.



The Challenges

Total Tea has been in the health and wellness business for more than 18 years; this online retailer faced multiple challenges across the following,

- Building its loyal customer base
- Increasing subscription revenue with their Recharge integration
- Collecting more product and picture reviews
- Starting SMS as a new channel for user acquisition

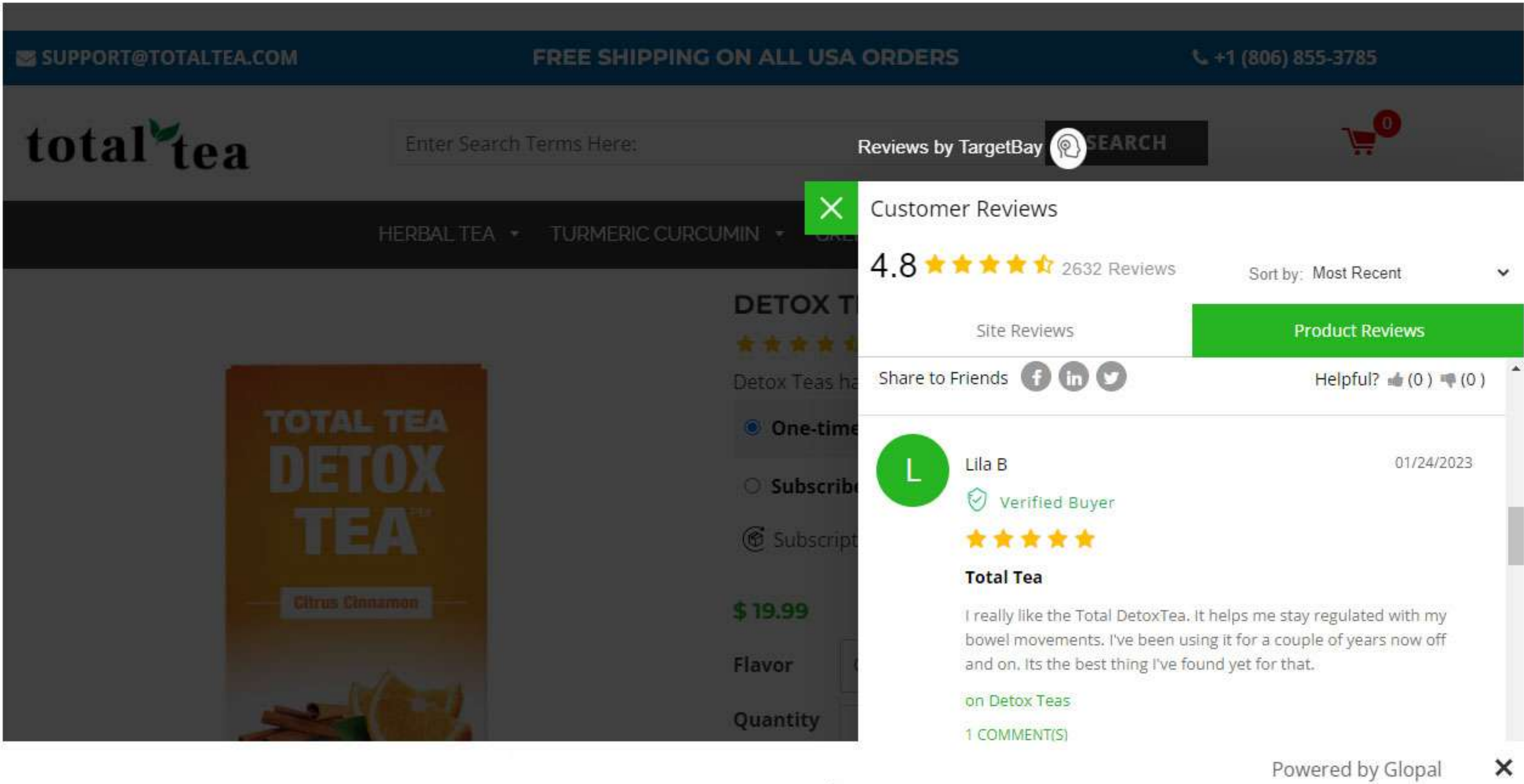


Being a consumer brand, the company would always position the brand in front of consumers. Total Tea is a family-owned company with strong relational values - all-natural energy tea, detox tea, thermos tumblers, and supplements are the top-selling products.

The company wanted to replicate its Amazon success story in its online store. That’s when they found TargetBay for all their eCommerce needs!

The company offers the following products in Amazon USA (with the #Amazon reviews count),

- Caffeine-free Detox Teas (9,000+ reviews)
- Energy Detox Teas (700+ reviews)
- Chiroflex Green Superfoods (70+ reviews)



Goals:

- Grow Total Tea’s email subscriber base.
- Increase the popularity of the “subscribe and save” option for higher & recurring subscription revenue.
- Grow user reviews for Totaltea.com
- Use SMS marketing to increase sales.
- Automate their entire email marketing efforts.
- Recover abandoned carts through automated drip email campaigns.
- Generate revenue from email marketing consistently and increase email marketing ROI.

Testimonial from Total Tea



I started Total Tea in 2005 and I have been selling on Amazon for several years now. However I had challenges improving my website’s traffic and conversions over the last 2 decades. I discovered TargetBay 6 months back and they have a solution for all my needs. I love their Recharge Payments integration, especially. It really stands out and I have to say it’s much better than Klaviyo.

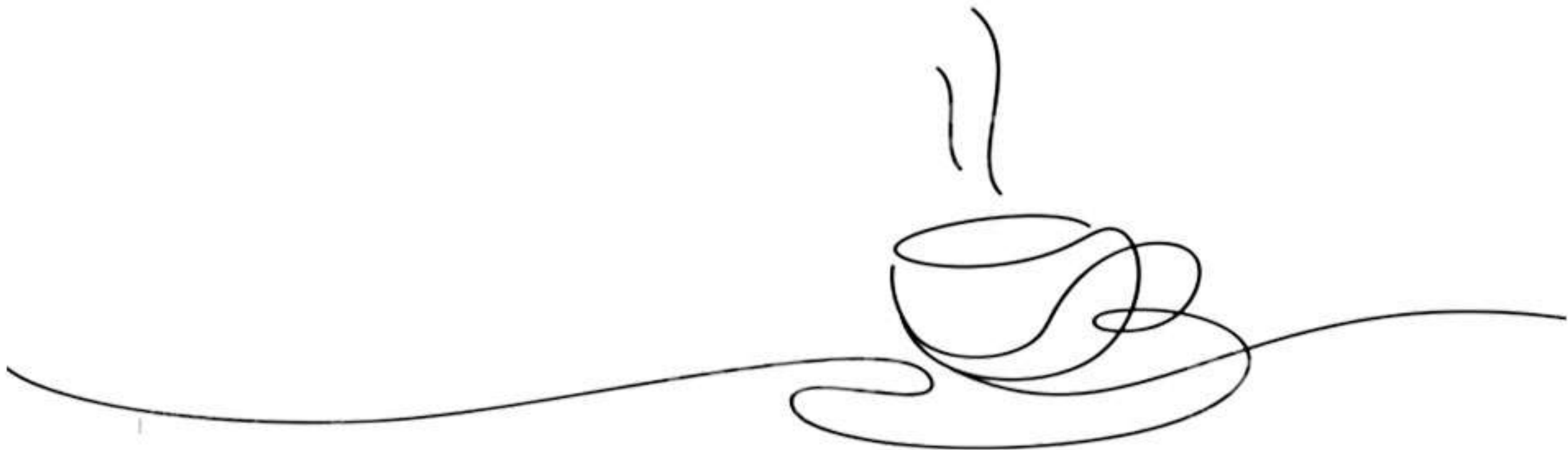
Chad Bostwick
Founder and CEO, Total Tea

The Solution

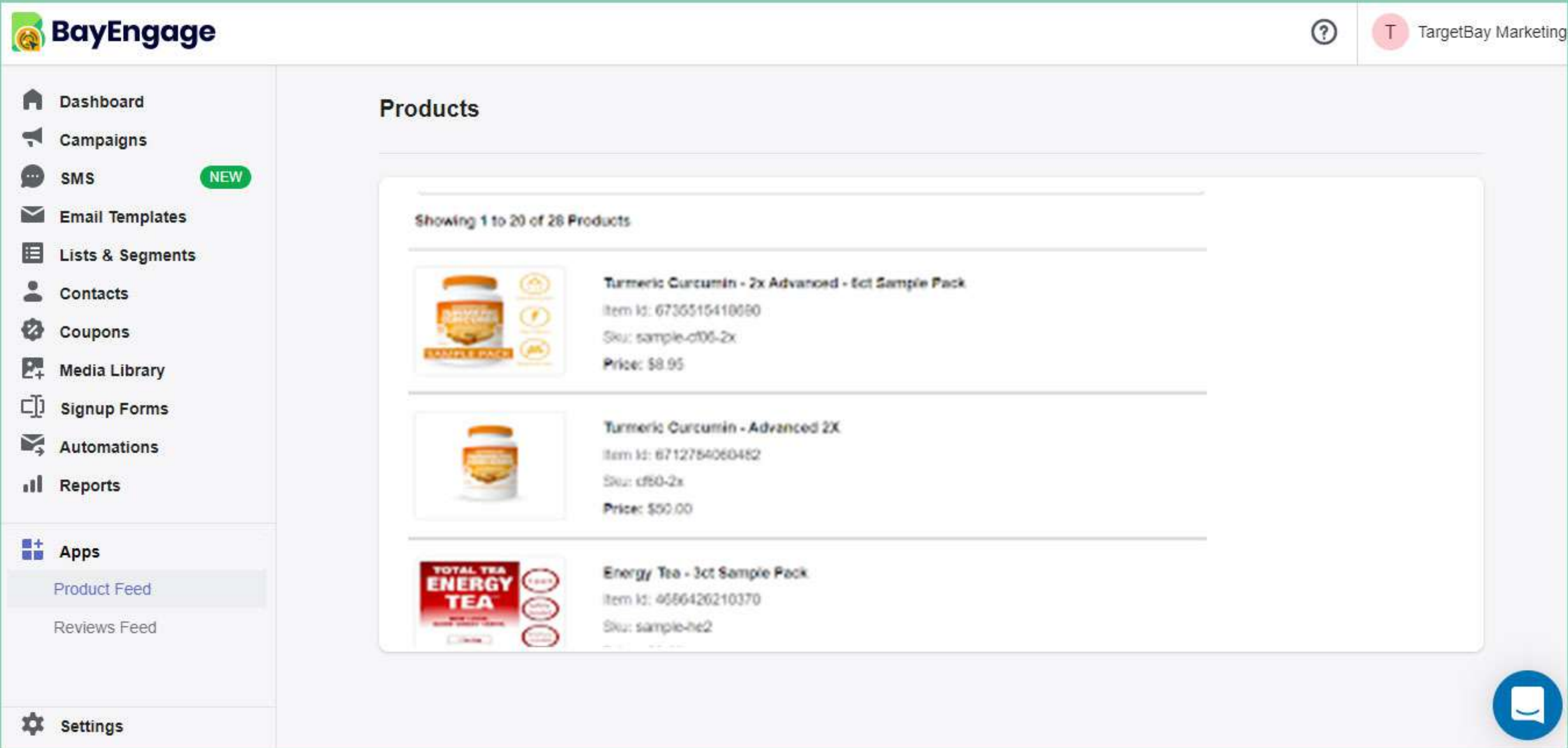


How did BayEngage solve this?

Our team of email and SMS marketing experts started deploying appropriate eCommerce pop-ups to attract its shoppers and subscribers and have been sending several email and SMS campaigns using BayEngage,



- Automation: Cart recovery
- Automation: SMS welcome & exit
- Automation: Automated cart recovery emails
- SMS: Welcome Automation (when a subscriber opts-in)
- Automation: Replenishment reminders
- Automation: Winback mailer
- Automation: Order confirmation



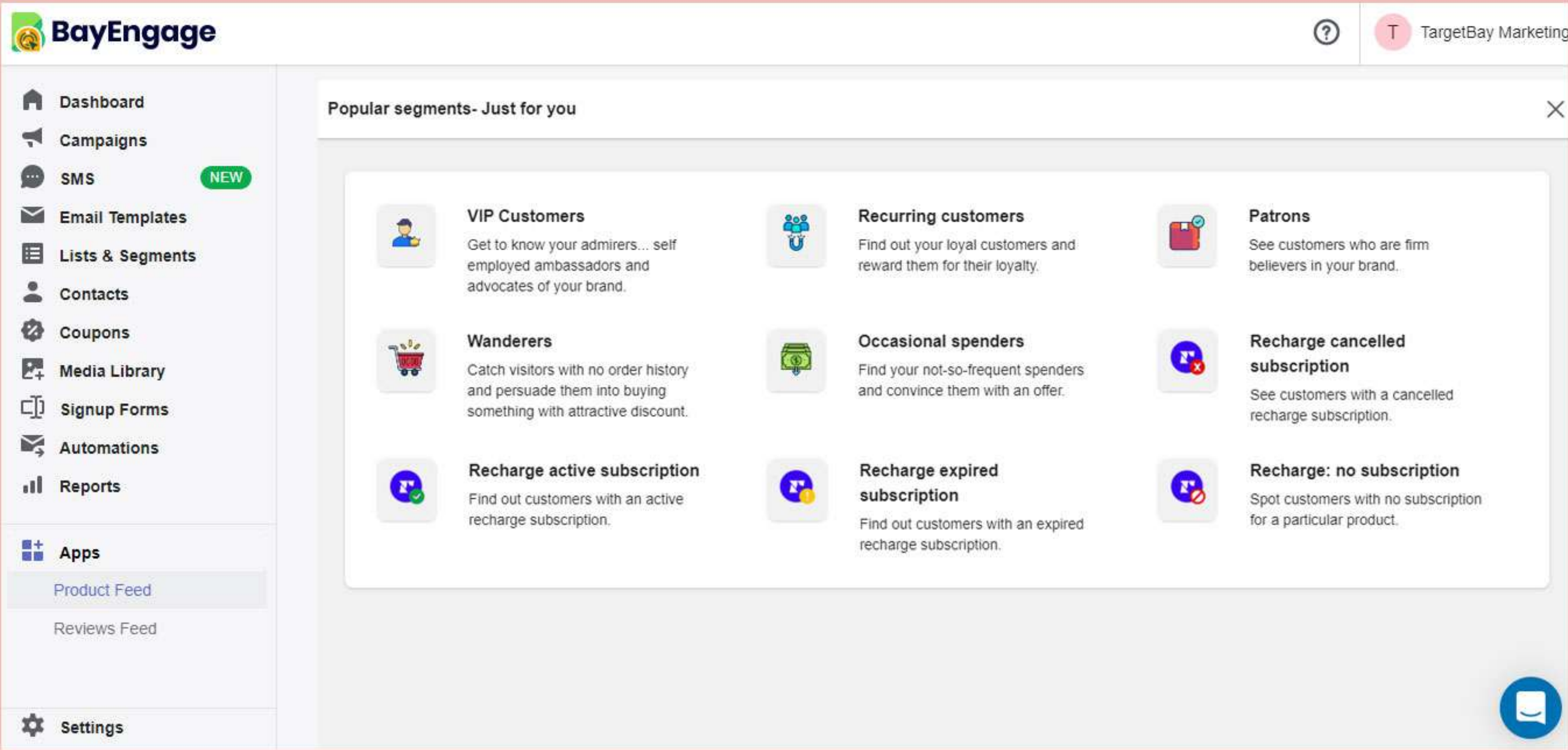
BayEngage’s experts first helped to create onboarding coupons,

And, BayEngage’s SMS experts also helped Total Tea’s team collect many SMS message opt-ins from the pop-up strategy mentioned above after obtaining their consent so that segmented SMS campaigns could be sent to them.

Total Tea’s products are also available on Amazon.

Segmentation also helps measure the impact of email and SMS marketing and helps deliver targeted messages. BayEngage’s experts classified the entire audience into 15 lists and segments. With proper segmentation, Total Tea’ email campaigns’ open rates are more than 16% which is way higher than the industry average





Total Tea was able to increase reorders by 36%, and the F&B retailer was able to recover 24% more cancellations than Klaviyo.

Here’s how TargetBay helped Total Tea:

1. Industry-specific email templates - Whether it is a welcome email, reorder email, or subscription reactivation email, we helped with industry-specific email templates that resonated with their customers vs. generic templates on Klaviyo.

2. We devised a new reorder strategy - Our subscription commerce experts identified one-time purchases and set up reorder automation to increase their reorders by 36%.

3. Advanced segments - BayEngage’s email & SMS team worked to strategize advanced segmentation to tap into more revenue.

4. Recover 24% more cancellations than Klaviyo - We sent automated emails to their customers that were on auto-shipping to prevent cancellations. When customers cancel their subscriptions on Recharge, we send highly curated and personalized drip emails to win them back.

5. Dedicated account manager specializing in subscription commerce- TargetBay provides a dedicated Customer Support Manager to all its clients.

6. Hassle-free migration - BayEngage’s onboarding and migration experts switched all of the data from Klaviyo to TargetBay for FREE and along with Recharge integration. This translated to a saving of \$3,740 for one time setup cost.





Email subscribers - Deployed pop-ups in all important pages across the store. Collected email addresses and experimented with several pop-up templates for welcome pop-ups, exit intent, and abandoned cart pop-ups.

BayEngage also helped set up pop-up workflows and targeted the shoppers depending on their online store behavior.



Email automation - This can be a huge time saver for any online store. We have set up all email triggers for the following (add icons for all the emails below)

-  Welcome email
-  Exit intent pop-up
-  Abandoned cart email
-  Winback email
-  Newsletter subscription email
-  Order confirmation email
-  Post-purchase email



Abandoned cart recovery emails - BayEngage created as many as 5 different types of abandoned cart email templates used in the drip series to recover abandoned cart shoppers.



2022 BFCM holiday marketing campaigns - BayEngage’s email & SMS marketing experts helped Total Tea to create 7 different types of marketing campaigns that generated more than \$16,700 in additional revenue.



SMS automation - Text messaging is the next big thing after emails. We have set up all SMS messaging triggers for the following (add icons for all the emails below)

-  Welcome email
-  Exit intent pop-up
-  Abandoned cart email
-  Winback email
-  Newsletter subscription email
-  Order confirmation email
-  Post-purchase email

BayReviews’ Online Reviews experts helped the customer to deploy the right reviews widgets in the right places across the website and also helped them to send targeted review request emails to the most loyal customers of Total Tea.

Result: We helped to collect 943 Product Reviews and 66 Picture Reviews in 60 Days.



Results:

- ☛ This leading herbal tea retailer adds \$14,784 monthly through email marketing and \$8,583 monthly through SMS marketing!
- ☛ Recovers abandoned cart worth \$14,456 every month
- ☛ Scaled email subscribers from 0 to 16,287 in less than 6 months
- ☛ Helped Total Tea to become the #1 herbal and detox tea retailer in the USA



BayEngage’s email experts also guided Total Tea’s founding team
with the best practices of email & SMS marketing

