

## CASE STUDY



Everything Legendary offers plant-based food with legendary flavor. Their products are vegan friendly, high in protein, and low in fat. They contain no GMO's, soy, or gluten.

## The Project

Everything Legendary burst onto the scene and earned a cult following after being featured on Shark Tank. With the majority of its sales coming from grocery stores, we were tasked with bringing product releases and updates to their subscribers through email. In this particular example, a new product was released.

## Results

By sending these stylized emails regularly to its subscribers for product updates and releases, we were able to improve Everything Legendary's overall performance. These emails provided a fun pop of color in subscriber inboxes while serving up delicious content that improved overall click rates and sales for the brand.



Announcement Email

\$7,818

Sales

11%

Average CTO  
(Click to Open)