


THE COMFORT AKINTAYO

CELEBRITY WHITES CASE STUDY



LEARN MORE

 THECOMFORTAKINTAYO.COM

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COMFORT AKINTAYO

CELEBRITY WHITE

We have been offering Professional Dental Teeth Whitening to dental offices around the world for ten years. We believe a smile can change the world and we now offer our products to everyone.

AT A GLANCE

CHALLENGES

- Representing the brand to the audience properly

RESULTS

- 67% increase in open rates
- 39% increase in click through Rates
- 27% increase in conversion rates

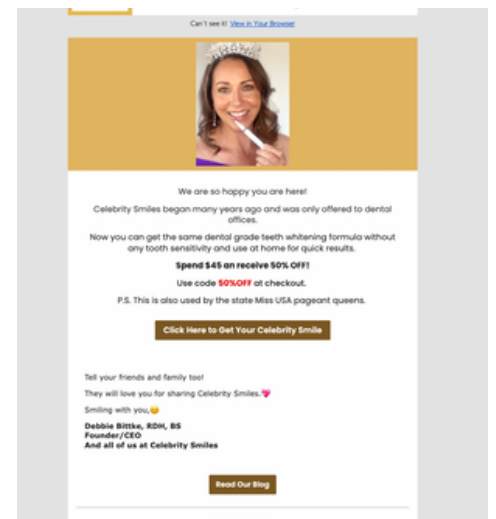
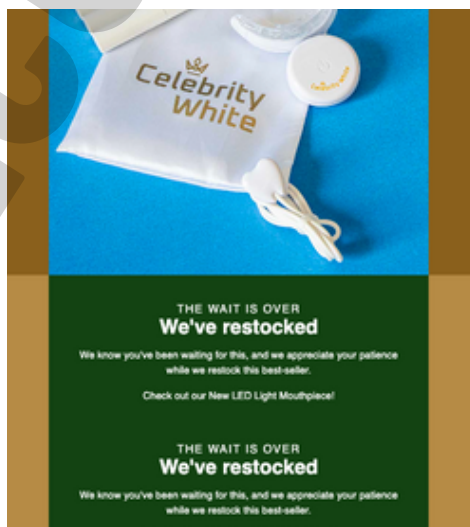
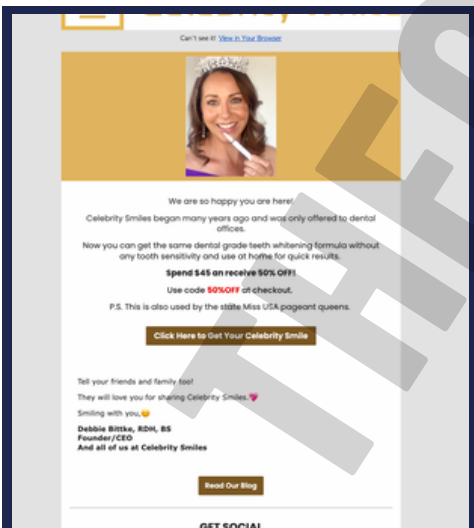
OVERVIEW

Celebrity White, known for its professional dental-grade teeth whitening products, aims to brighten the world one smile at a time. With a decade of experience in providing services to dental offices globally, the brand decided to expand its reach through targeted email marketing campaigns

WHY THEY NEED THE PROJECT

Despite having a strong product line and a noble mission, Celebrity White faced the challenge of effectively communicating its value proposition to a broader audience. The brand needed to increase its market presence and drive sales through online channels, particularly during a period of intense competition in the dental beauty sector.

WHAT THEY HAD



RESOURCES THE CLIENT PROVIDED



- Login details
- Brand colors
- Previous templates

WHAT I DID



1

Personalized Content

Crafting emails that resonated with the individual needs and preferences of the subscribers.

2

Engaging Design

Utilizing visually appealing templates that highlighted the brand's products and ethos.

3

Clear Call-to-Action

Encouraging recipients to take the next step

Key metrics

Increased Open Rates

Improved Conversion Rates

Higher Click-Through Rates

(CTR)



67%

Open rate



39%

Click through rate

BEFORE



YOU'RE IN!

omfort!
glad you're here!
rently have held \$100 OFF for you today.
ver to this [link](#) and get whiter teeth in only 10 minutes a day.
going to love our whitening products.
e created a solution that saves you time and never causes tooth or gum sensitiv
Our Cool Blue Light Technology quickly whitens your teeth while the red light
omforts & soothes your teeth and gums
Dental Offices @ the world have been using our whitening products for many, ma
years and now it's time to allow you to buy our products and **SAVE BIG!**
Get **FREE Shipping** when you subscribe
IG WITH YOU.
Celebrity Smiles Club Team

AFTER



30% OFF Mother's Day Sale!

The Mother's Day, give the gift of a radiant smile to the most special women in your life. At Celebrity Smiles, we believe every mom deserves to shine bright like the stars they are.

USE PROMO CODE: HMD2024



This kit is an excellent way for mothers to achieve professional-grade whitening at home, saving them time for what matters most.

SAVE 30% NOW



The pens are easy to use and can be applied in just minutes, fitting seamlessly into a mother's busy schedule.

SAVE 30% NOW

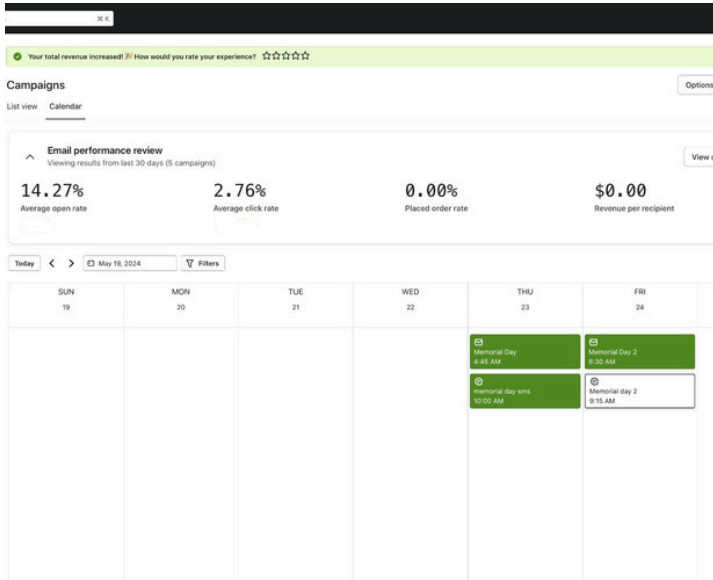


It's a perfect gift for mothers looking to brighten their smile efficiently and comfortably.

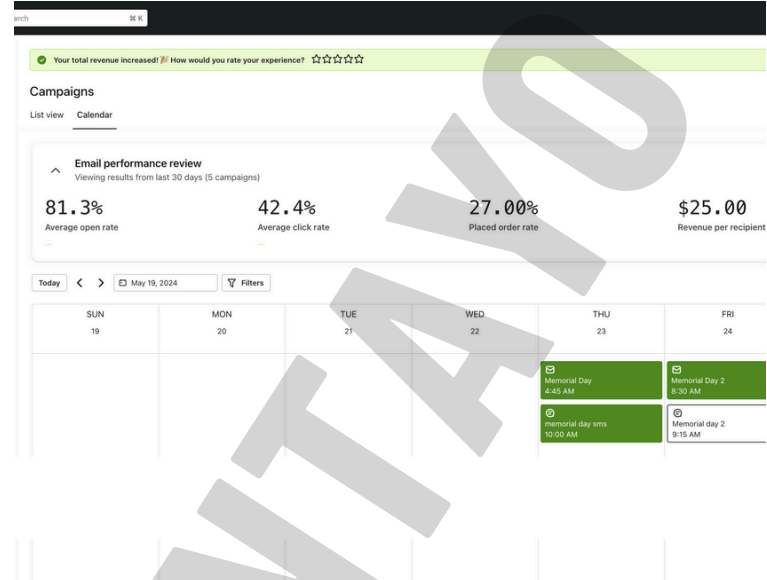
SAVE 30% NOW

Celebrity Smiles Club 11038 W. Bell Rd. Suite 101-101 SURPRISE, Arizona 85274

BEFORE



AFTER



CLIENT'S FEEDBACK



WOW! Looks beautiful. You are very talented with KLAVIYO. This is your strength. :)

HIRING PROCESS

1

Discussion / Consultation

Discussing your project requirements to determine the right marketing approach for your business.

2

Proposal

Following our meeting, I'll put together a proposal document including project scope and associated costings for your approval.


3

Benefits Three

With the proposal approved, I'll get to work designing, developing, strategizing and executing the project as discussed

THE COMFORT AKINTAYO

YOUR MARKETING ALLY

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DISCLAIMER: The increased lead capture rate presented in this case study is specific to this client and their campaign. Landing page performance depends on various factors like target audience relevance, email campaign effectiveness, and overall marketing strategy. While we strive to optimize landing pages for maximum conversions, we cannot guarantee specific results.