



Reese's Book Club



Background

Reese's Book Club is a beloved site and newsletter that chooses a book to feature each month with a woman at the story's center.

Maison Digital partnered with the team to seamlessly transition from one email service provider to another. We optimized the welcome email flow with a data-driven approach as part of ongoing optimization efforts.

The project:

The welcome email flow is triggered whenever a new subscriber joins the master list. Using click map data and other data points available in Klaviyo analytics, we observed what could be improved and garner higher click-through rates and engagement.

Working closely with our partners at Reese's Book Club, we refreshed the email and relaunched the flow.

The results:

After gathering a statistically significant amount of data, we are happy to share the results:

- Click rate grew by **40%**, and the active on-site rate grew by **97%**
- Open rates were **14% higher** than welcome email benchmark rates
- Click rates were **71% higher** than welcome email benchmark rates
- **Open rates improved** with better deliverability and engagement metrics

