



Case Study

The Grommet Email Campaigns Baconized for Rapid-Growth & Increased Revenue

How The Grommet Improved Email Marketing Performance from Stale to Sizzlin' with ContentBacon

\$2.2M+

in Live
Newsletter
Revenue

82%

of Total Revenue
from Live
Newsletters

21%

Increase in
Automated
Revenue

PROFILE

- **Role:** Head of Brand Growth
- **Company:** The Grommet
- **Industry:** E-commerce
- **Focus:** Email and Affiliate Marketing



About The Grommet

Overview

The Grommet, a dynamic e-commerce platform spotlighting fresh, trendy products, underwent rapid expansion, prompting the development of a robust content strategy. A growing audience needed to be captivated with the ability to drive increasing sales.



CHALLENGES

Greg, the head of brand growth, found himself swamped in **endless copy creation**, leaving him with no space to source new brands, grow his product base, and a bitter taste in his mouth.

Before ContentBacon

- Lacked in-house copywriting resources.
- Had inconsistent engagement metrics.
- Struggled to meet growing content demands.

Impact on Business

- Inconsistent brand messaging.
- Delayed marketing campaigns.
- Missed opportunities for customer engagement.

SOLUTION

Once ContentBacon took over, Greg regained his **freedom from the grind of writing** and once again began forging new partnerships and expanding market reach—all with the deliciously crispy and salty taste of bacon.

— ContentBacon to the Rescue —

- Specialized in scalable content solutions.
- Expertise in creating high-quality, engaging email copy.
- Tailored content strategy to meet The Grommet's needs.

Implementation

- Had a consultation to understand content needs.
- Developed a tailored content strategy..
- Created and delivered content.
- Created a bank of product copy to streamline last-minute changes.
- A/B tested all copy to gauge best performance and highest sales.
- Allowed Grommet to plan ahead instead of waiting until the last minute.

RESULTS



Open Rates: Improved from an average below 25% to consistently over 30%, peaking above 40%.

Click-Through Rates (CTR): Increased from an average of 0.5% to regularly above 0.8%, with peaks over 1%.



Revenue Growth: Significant revenue spikes, especially in November and December 2021, with revenue exceeding \$300,000.

Sustained Performance: Higher average monthly revenue post- September 2021.



Average Monthly Revenue

Peak with ContentBacon: \$355,000

Average with ContentBacon: \$118,000

No ContentBacon: \$100,000



TESTIMONIALS

“ContentBacon really streamlined our email marketing strategy and copy creation, leading to a huge increase in engagement and revenue. We even got 600 clicks from one newsletter!”

– Greg Rollett, Head of Brand Growth, The Grommet

Ready to **Stop Worrying** About
Your Content Strategy?

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quality, scalable content solutions.

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