

Prize Candle drives new revenue with a flash sale

Prize Candle is an ecommerce store that sells soy candles with jewelry hidden in the wax. A chance to win a ring worth 5k is also included in these deliciously scented candles. The brand not only sells organic, high quality candles, but delivers a delightful you-don't-know-what-you'll-get experience.

Prize Candle regularly uses discounts in their email campaigns to engage and incentivize their audience to new purchases. With the essential elements of reveal marketing built into their product, Prize Candle turned to Zembula to build their brand awareness by integrating reveal marketing into their email campaigns as well.

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GOALS

- ▶ Increase brand awareness by building an emotional connection to customers
- ▶ Foster better customer relationships through their marketing
- ▶ Increase customer lifetime value

APPROACH

- ▶ Sent a discount scratch-it to highlight a flash sale to increase engagement and revenue
- ▶ A/B tested email campaigns with and without interactive content
- ▶ Utilized reveal marketing headline techniques to elicit the near miss theory

RESULTS

- ▶ **285%** increase in email click-through rate
- ▶ **96%** completion rate of the scratch-it
- ▶ **60%** increase in revenue over previous campaigns

Marketing Psychology Used:



Near Miss Theory

“Our goal was to increase engagement and revenue which we succeeded in doing. Compared to our average email revenue we saw a 60% increase in sales.”

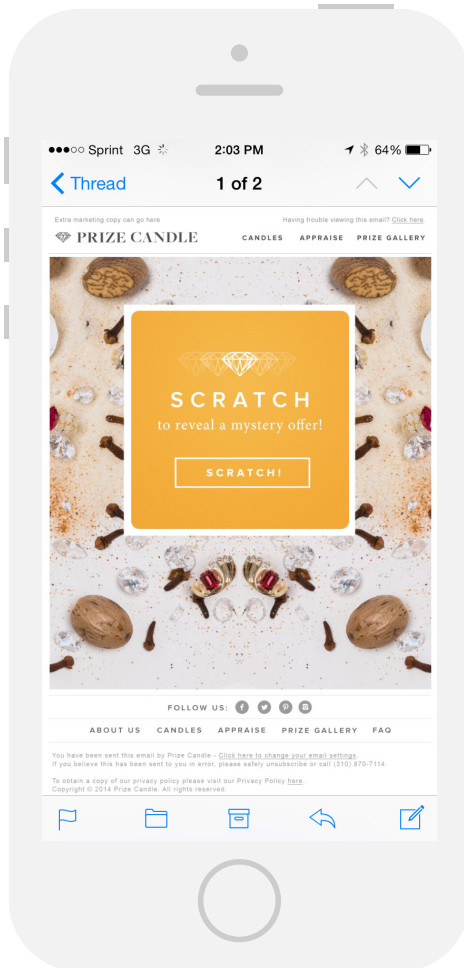
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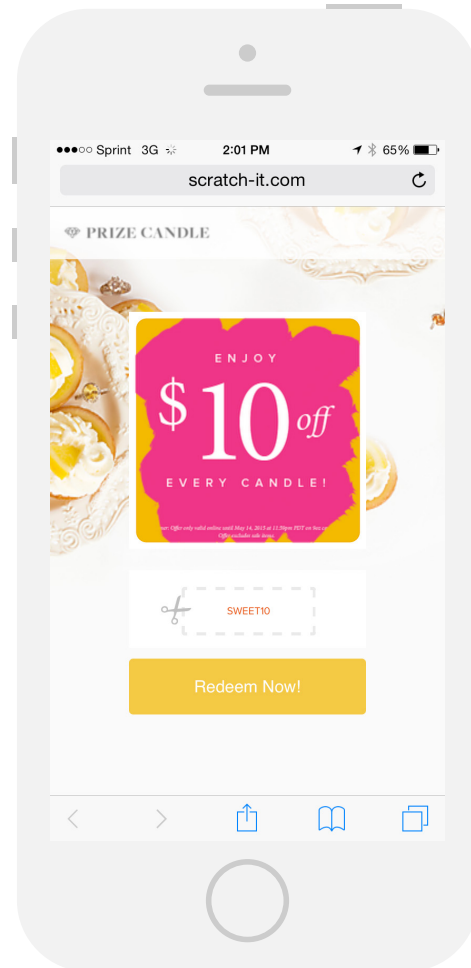


PRIZE CANDLE SCRATCH-IT CAMPAIGN

Mobile Email



Reveal Image & Call to Action



285%

Click through lift

96%

Completed scratching

60%

Increase in revenue