



**DON'T LEAVE WITH  
BAD BREATH**

Get 15% off your cart instantly!

USE CODE:

**GETFLOSSY**

*\*Valid on orders of \$15 or more.*

**FRESHEN MY SMILE!**

*"Justuno + Klaviyo: why have one without the other?"*

*- Drew Edell  
Director of Email Marketing*

## The Floss That's Got it All



Cocofloss is a luxury dental floss company on a mission to make flossing fun. By focusing on an often-neglected aspect of consumers' daily routine - flossing - and making it fun, Cocofloss found their niche.

They came to MuteSix, a top Justuno Agency Partner, as a small company looking to scale. Using paid social and strategic on-site messaging, MuteSix helped Cocofloss succeed in growing their email list size. Email is one of the most valuable marketing channels for Cocofloss and for e-commerce in general, with an average ROI ratio of 38:1.

## How They Did It: Pop-Ups + Email Marketing

The MuteSix team helped amplify, optimize and streamline Cocofloss's social user experience by dialing in Facebook audience targeting, improving the ad creative and visuals, and making sure that clicking through to the Cocofloss site provided a seamless experience.

Using Justuno to show pop-ups or message bars to visitors from a specific Facebook campaign is a MuteSix best practice. Justuno allows MuteSix to make the most out of Cocofloss's social ad budget, making sure that none of the traffic they are driving to their site goes to waste. Using Justuno to capture emails from paid social traffic reduces their average CPA from Facebook by 25%!



## One Month Snapshot

**20%**

Reduction in  
Cart Abandonment

**2,096**

Emails  
Collected

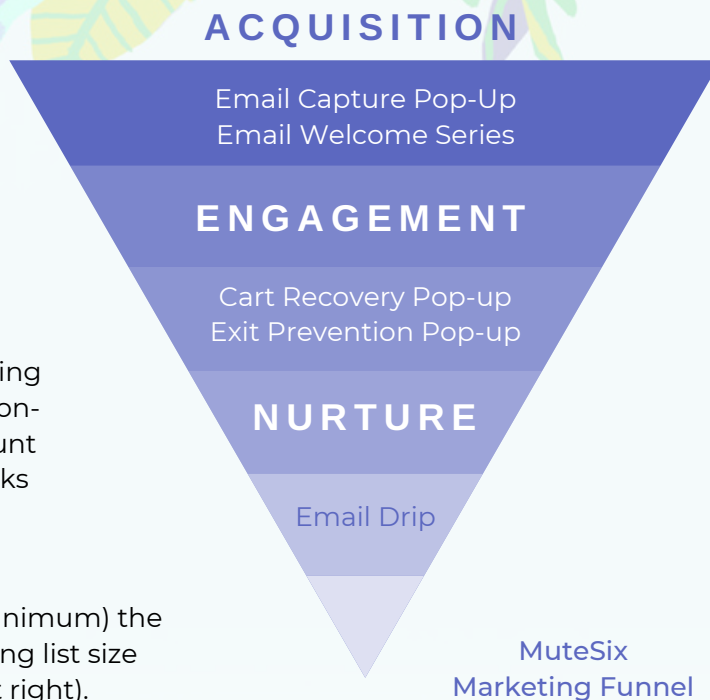
**28%**

Promotion  
Conversion Rate

Cocofloss began to see impressive month over month growth in their email list: In one month alone, they collected 2,096 emails and had a conversion rate of 28.6% from their promotions! But even more impressive, during that same month, Justuno cart recovery pop-ups reduced Cocofloss's overall cart abandonment rate by 20%.

MuteSix heavily utilizes Justuno's advanced A/B testing capabilities to determine Cocofloss's most effective on-site messaging. Comparing different creative, discount phrasing, and more allows MuteSix to find what works best for their client and continually optimize the Cocofloss experience.

Cocofloss, like all of MuteSix's clients, utilizes (at a minimum) the following marketing funnel which is crucial to building list size and improving on-site conversion rate (see image at right).



## The Dream Team

Following their impressive list growth, MuteSix moved onto the next stage of the campaign: nurturing. The MuteSix team designed specific drip campaigns to nurture their new subscribers based on customer lifecycle stage: welcome series, abandoned cart, browse abandon, and post-purchase. Each drip was designed to keep customers engaged with the brand, eventually converting them from an initial purchase to repeat customer.

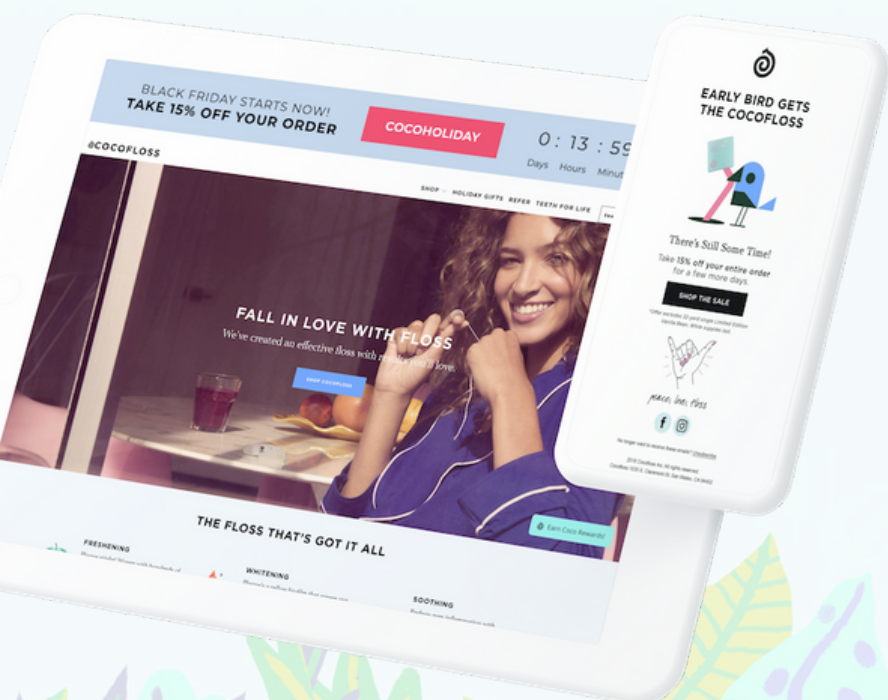
Klaviyo's ability to segment, target, and automate is crucial for MuteSix. The ESP's comprehensive reporting helps MuteSix know whether they're hitting their email KPI's for each client.

MUTESIX

Justuno

KLAVIYO

shopify



## MuteSix + Justuno Partnership:

MuteSix deploys Justuno at every step of the marketing funnel, not just in the acquisition stage, creating engagement points throughout the entire customer lifecycle.

The Justuno suite integrates with over 95 marketing apps, so no matter what you're using, it's easy to implement and synchronize with Justuno.