



# Transforming Rebel Foods Through Email Marketing Automation

A comprehensive case study of revolutionizing customer engagement and retention for India's largest cloud kitchen network through sophisticated email automation, personalization, and data-driven strategy.

# Project Overview

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## The Challenge

Rebel Foods, one of the world's largest cloud kitchen companies with 15+ restaurant brands (Faasos, Behrouz Biryani, Ovenstory), suffered from fragmented communications, low engagement, and high customer churn.

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## The Objective

Transform email marketing performance through automation, personalization, and data-driven optimization to significantly increase customer engagement and repeat orders within 6 months.

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## The Role

As Email Marketing Specialist, I led the comprehensive strategic overhaul of Rebel Foods' email marketing ecosystem from February to July 2023.

# Key Challenges



## Low Email Engagement

Existing campaigns suffered from below-industry-average open rates and high unsubscribe rates.

## Generic Communication

One-size-fits-all emails failed to resonate with diverse customer segments across multiple restaurant brands.

## Manual Campaign Management

Lack of automation resulted in inconsistent messaging and missed opportunities for timely engagement.

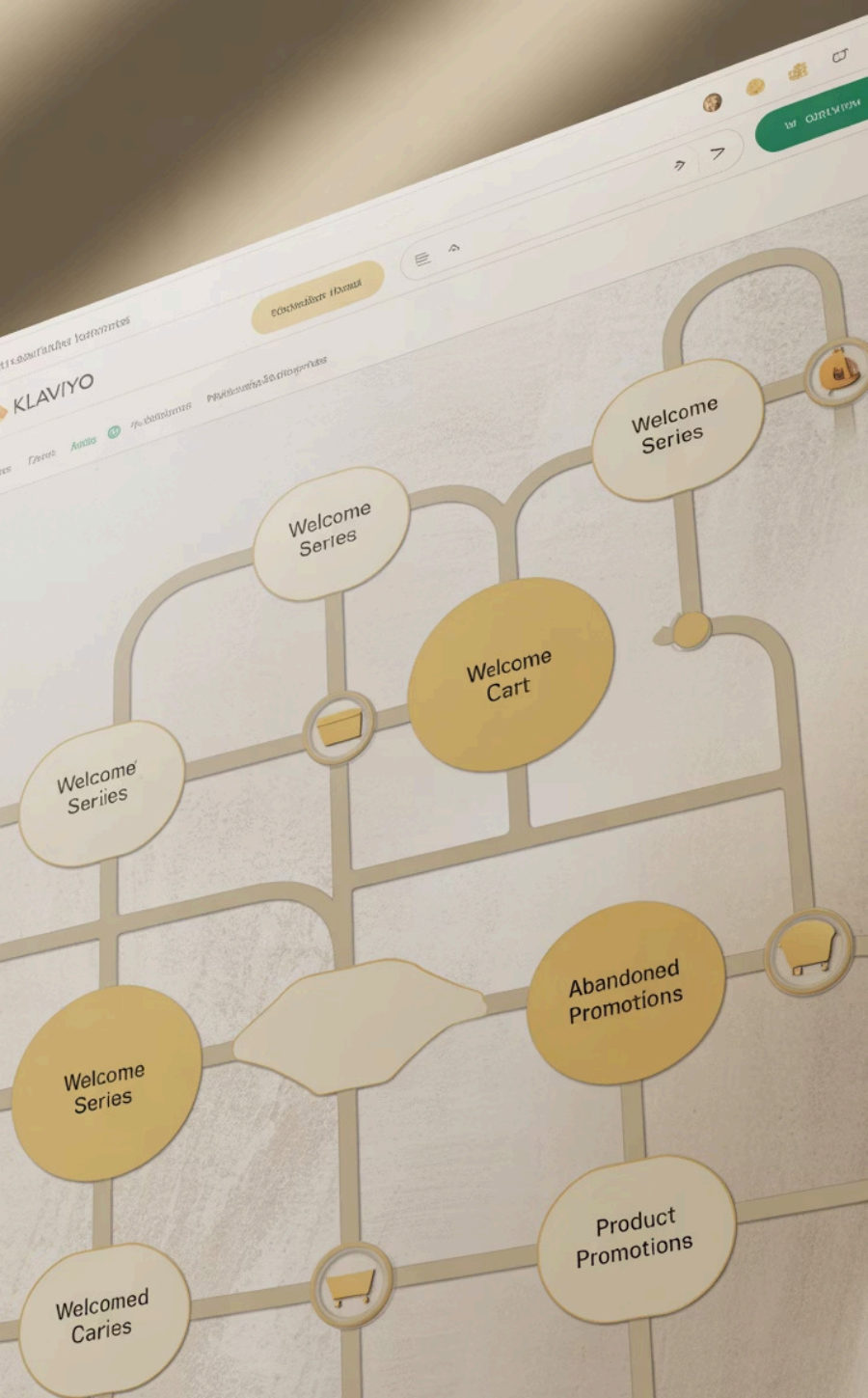
## Data Silos

Customer data scattered across platforms prevented effective segmentation and personalization.

## High Customer Churn

Limited post-purchase engagement led to low repeat order rates and reduced customer lifetime value.





# Strategy 1: Klaviyo Automation Setup

## Platform Migration



Transitioned from basic email service provider to Klaviyo, leveraging advanced automation capabilities and integration features.

## Flow Architecture



Built 12 sophisticated automated flows including welcome series, post-purchase follow-ups, win-back campaigns, abandoned cart recovery, and birthday/anniversary rewards.

## Cross-Brand Integration



Created unified automation framework that dynamically inserted brand-specific content based on customer preferences across all 15+ restaurant brands.

## Behavioral Triggers



Implemented real-time triggers based on website activity, order history, and engagement patterns to deliver perfectly timed communications.

# Strategy 2: Advanced Segmentation

Developed a sophisticated multi-dimensional segmentation framework that transformed how Rebel Foods understood and communicated with its customer base.

## 18 Distinct Audience Segments

- Purchase behavior (frequency, recency, monetary value)
- Brand preferences (primary vs. secondary brands)
- Geographic location (city-specific offers)
- Dietary preferences (vegetarian/non-vegetarian)
- Engagement level (active vs. lapsed customers)

## Dynamic List Management

Created automated segmentation rules that updated customer segments in real-time based on latest interactions, ensuring communications always matched current behavior.

## Lookalike Audiences

Built high-value lookalike segments based on top 10% of customers by LTV, enabling targeted acquisition and engagement strategies for potentially valuable customers.

# Strategy 3: Personalized Email Sequences

## Dynamic Content Blocks

Implemented personalized content modules showing customer's favorite dishes from preferred brands, location-specific restaurant availability, personalized offers based on order history, and recommended dishes based on past purchases.

## Hyper-Personalized Timing

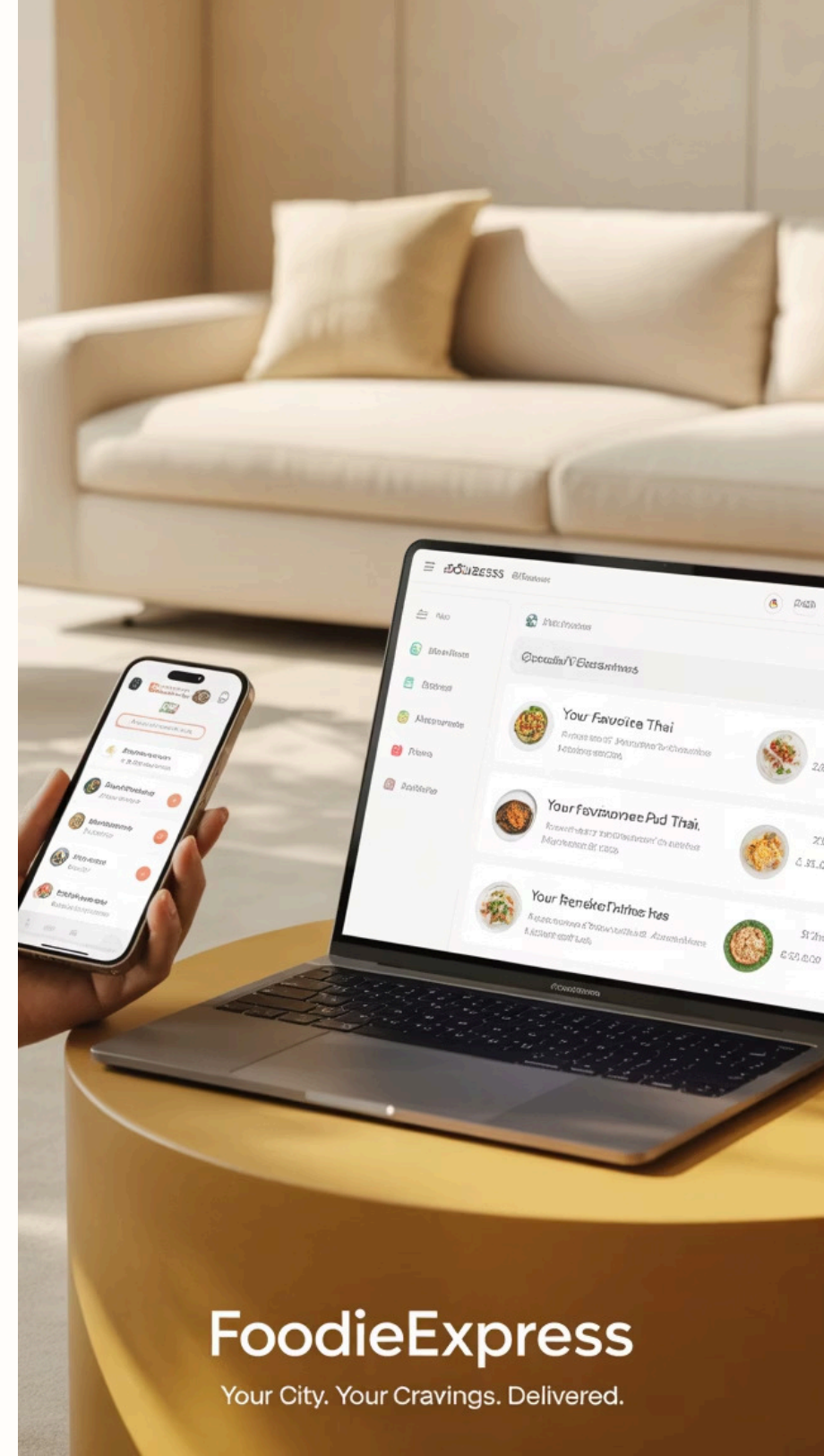
Optimized send times based on individual customer engagement patterns, resulting in 32% higher open rates compared to standard send times.

## Brand Voice Adaptation

Customized tone and messaging style to match each restaurant brand's personality while maintaining Rebel Foods' overarching brand identity for a cohesive yet distinctive experience.

## Lifecycle-Specific Content

Developed tailored content strategies for new customers, regulars, and at-risk segments to address specific needs at each customer lifecycle stage.



**FoodieExpress**

Your City. Your Cravings. Delivered.

# Strategy 4: A/B Testing Framework

## Systematic Subject Line Testing

Implemented weekly A/B tests across all campaigns, creating a data-driven optimization cycle that continuously improved performance.



**Personalization:** Name inclusion vs. no name



**Emoji Impact:** Emojis vs. text-only subject lines



**Question Framing:** Question-based vs. statement-based



**Motivation Triggers:** Urgency-driven vs. benefit-driven



**Brand Specificity:** Brand-specific vs. generic food-related

## Advanced Testing Strategy

### Multivariate Testing

Implemented complex tests combining subject line, preview text, and sender name variables to identify optimal combinations.

### Data-Driven Optimization

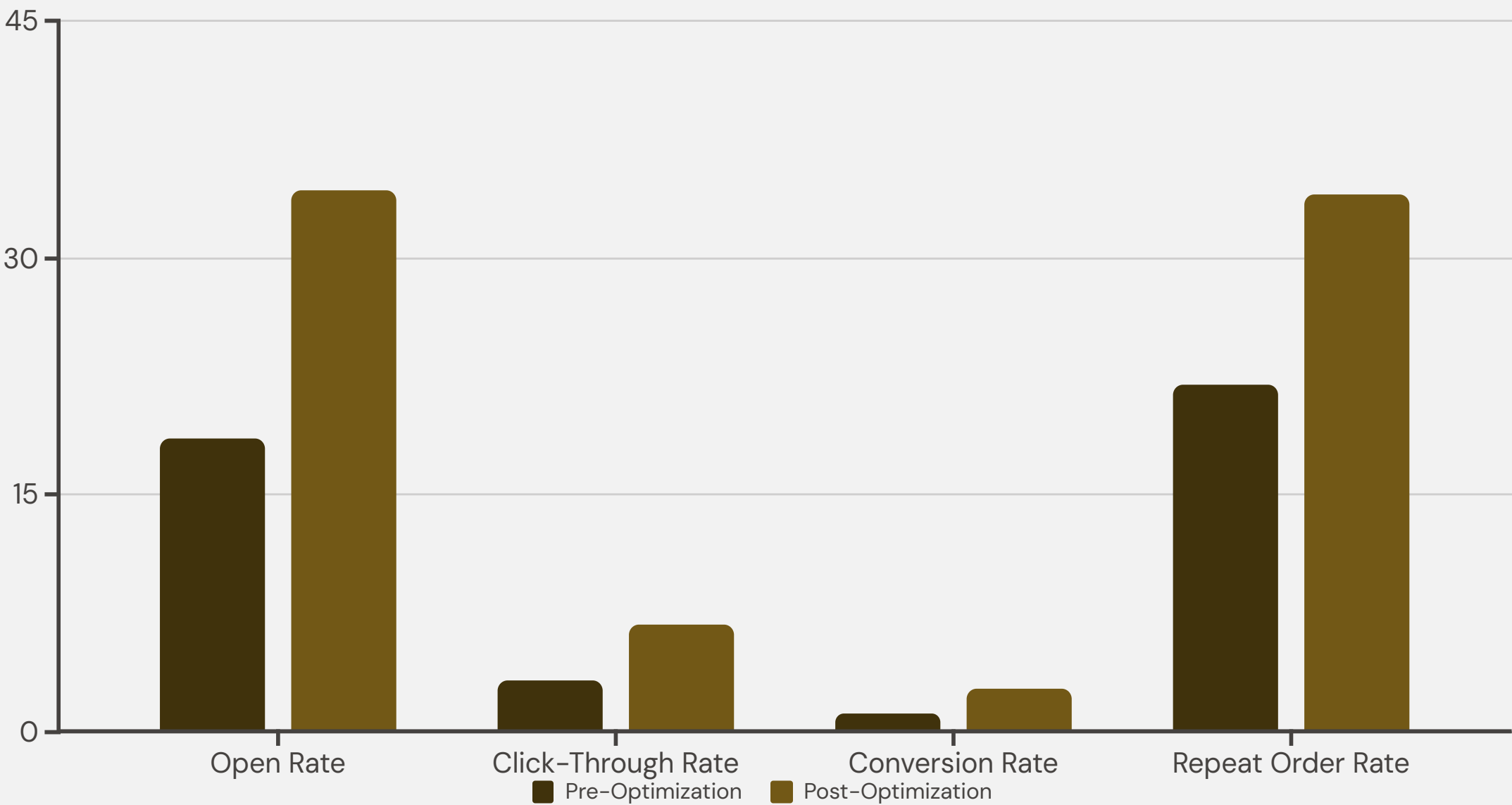
Established performance benchmarks and scaled winning patterns across all campaigns, creating a continuous improvement cycle.

### Seasonal Adaptation

Tested holiday-specific and event-driven subject lines during peak periods, resulting in 42% higher engagement during festival seasons.

# Measurable Results

Within just 6 months, our email marketing transformation delivered exceptional results across all key metrics:



+85%

Open Rate Increase

Personalized subject lines  
outperformed generic ones by  
3.2x

+163%

Revenue Per Email

From ₹6.50 to ₹17.10 per email  
sent

+60%

Customer LTV Growth

From ₹3,444 to ₹5,494 per  
customer

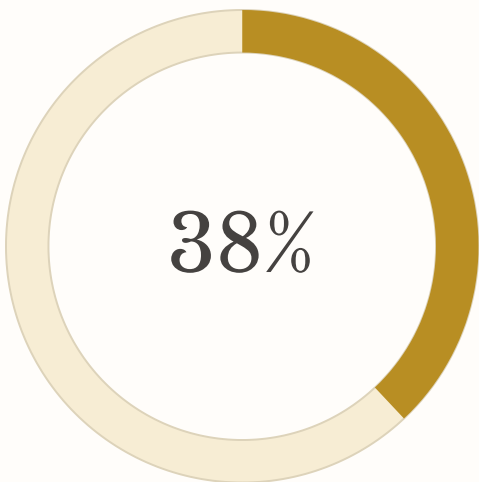
-68%

Unsubscribe Rate

Dropped from 2.8% to just 0.9%



# Revenue Impact & Business Transformation



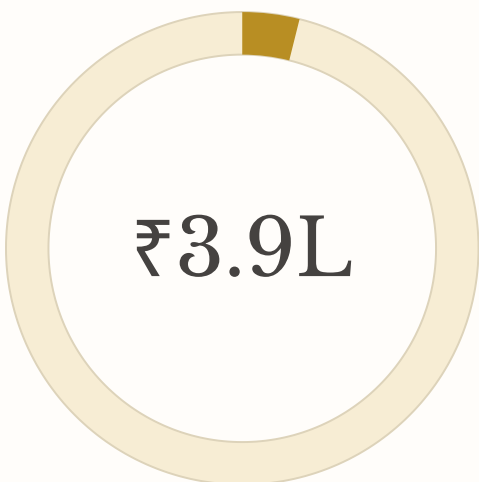
Email Revenue Contribution

Up from 15% pre-optimization, making email the highest-ROI marketing channel



Monthly Revenue Growth

Direct incremental revenue increase from email marketing initiatives



Automation Revenue

Monthly revenue generated by automated flows with zero ongoing effort

## Strategic Business Impact

- Cross-Brand Synergy:** Increased average order value by 28% through cross-brand promotions based on customer preferences
- Data-Driven Culture:** Established new benchmarks for marketing measurement and ROI analysis across all channels
- Scalable Framework:** Created a template-based system that enabled rapid deployment of new brand communications
- Customer Intelligence:** Generated valuable behavioral insights that informed product development and menu optimization

# Tools & Expertise Showcase

## Technical Toolkit



### Klaviyo

Advanced email automation, segmentation, and analytics platform



### Zapier & Segment

Data integration between CRM, order management, and email platforms



### Analytics Suite

Google Analytics 4, Klaviyo Analytics, and Tableau for comprehensive performance tracking

## Professional Expertise Demonstrated

### Email Marketing Automation

Created sophisticated, trigger-based journeys that drove engagement throughout the customer lifecycle

### Data-Driven Optimization

Leveraged testing and analytics to continuously improve performance metrics and ROI

### Multi-Brand Strategy

Balanced brand-specific messaging with overarching company communications across 15+ restaurant concepts

### Customer Segmentation

Developed sophisticated audience targeting to deliver highly relevant content to each customer segment