

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

1

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.

2

The Objective

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

3

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

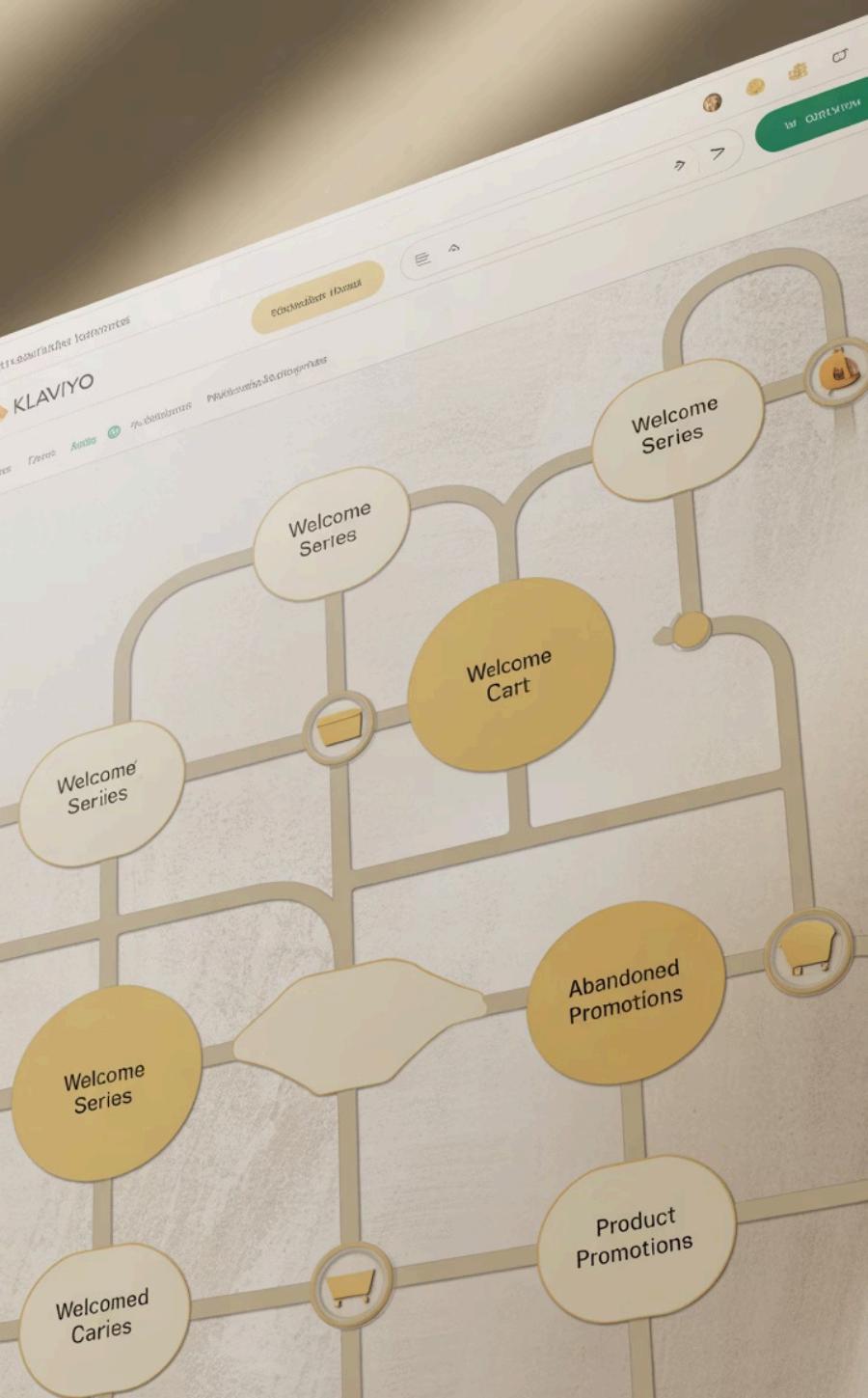
Lack of automation resulted in inconsistent messaging and missed opportunities for timely engagement.

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

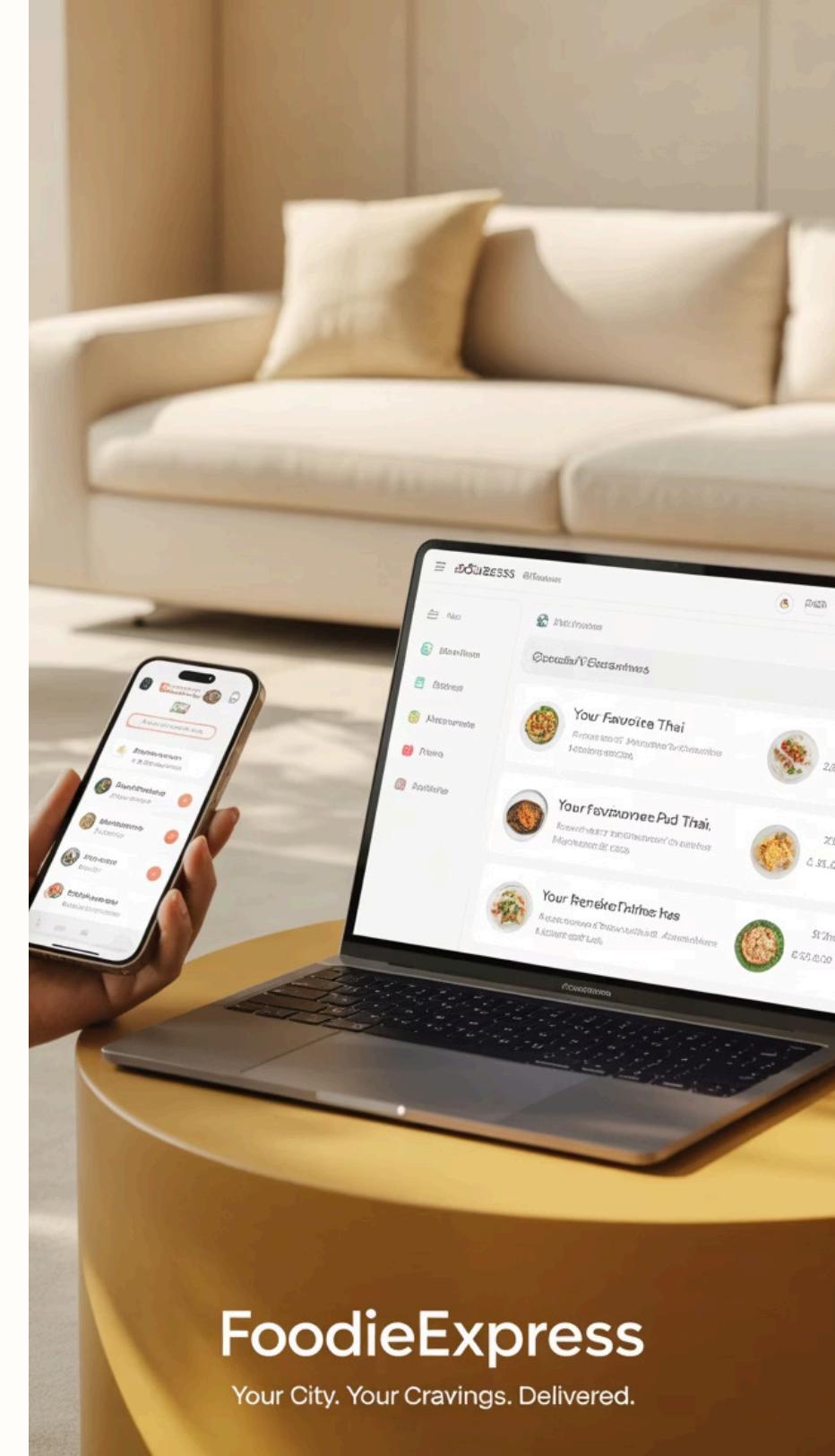
Optimized send times based on individual customer engagement patterns, resulting in 32% higher open rates compared to standard send times.

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

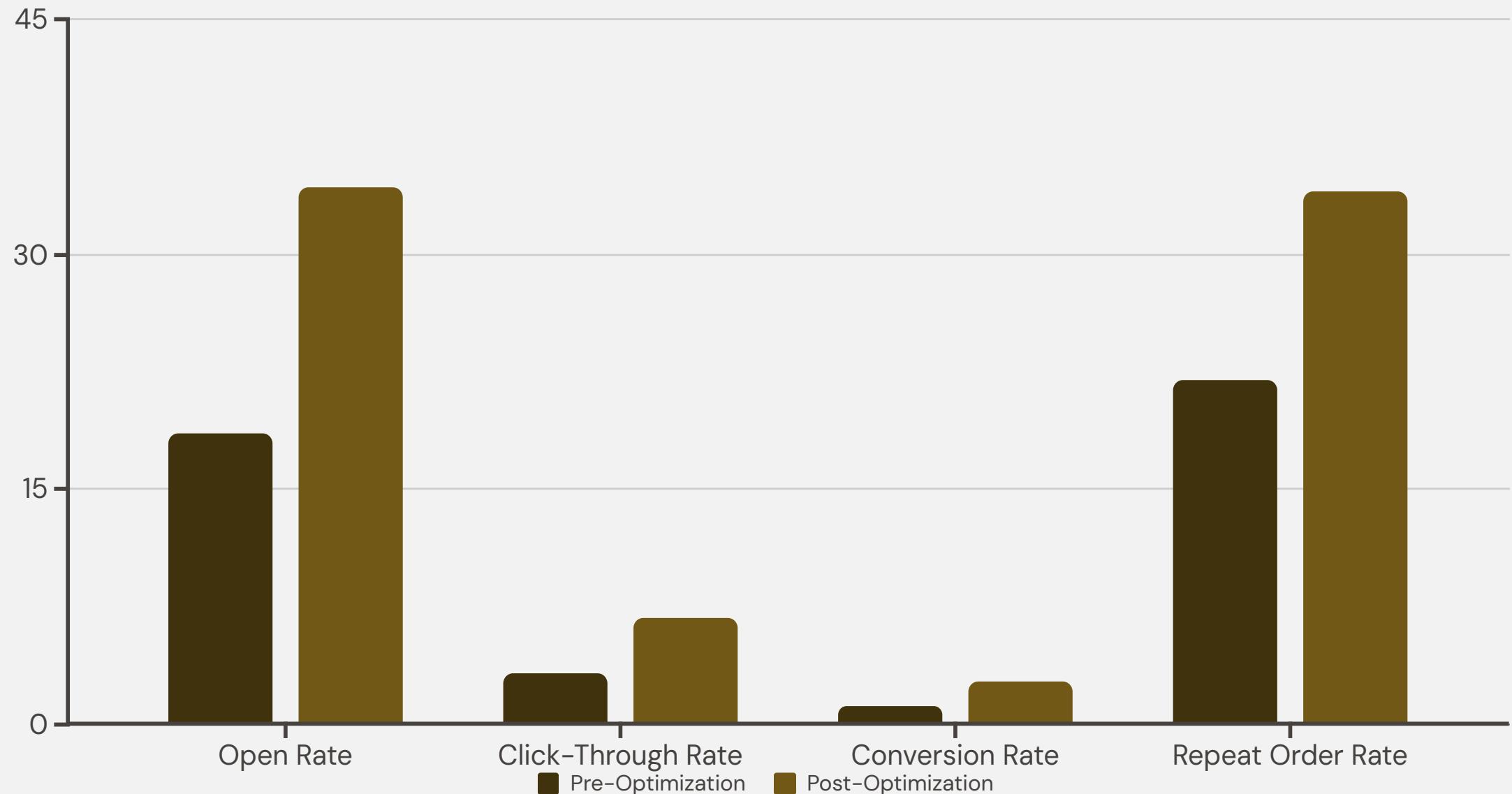
Established performance benchmarks and scaled winning patterns across all campaigns, creating a continuous improvement cycle.

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

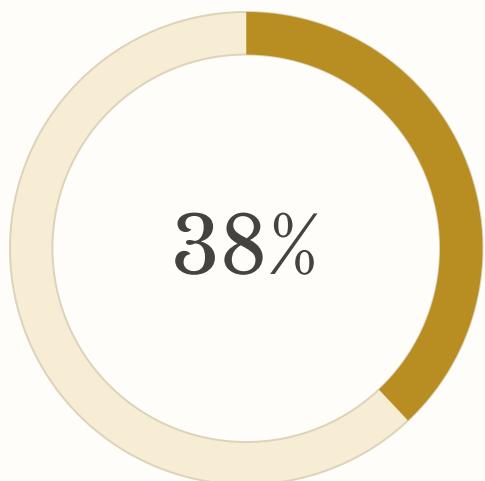
From ₹3,444 to ₹5,494 per customer

-68%

Unsubscribe Rate

Dropped from 2.8% to just 0.9%

Revenue Impact & Business Transformation



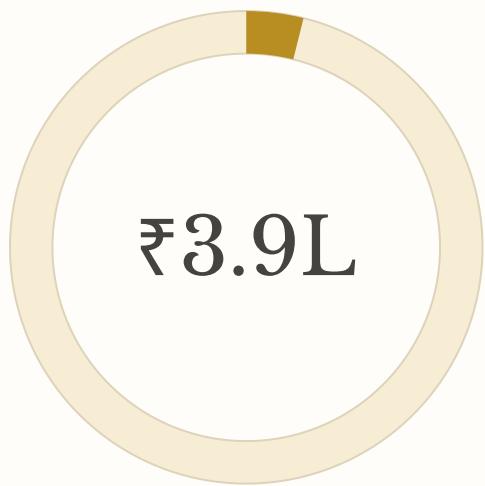
Email Revenue Contribution

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