



Case Study

guardian

Rocket fuel for revenue: In 15 months, Ematic nearly quadruples Guardian MY's email revenue

Email revenue
grew to

3.7X

in 15 months

Number of subscribers
increased by

105.3%

Conversion rates
improved by

78.4%

Background & Challenges

Guardian is a popular retail chain for personal health and beauty products, with both offline and online stores. The Guardian Malaysia marketing team were looking for solutions to help them hit and surpass their ecommerce revenue targets.

They relied on an email service provider (ESP) to deliver email campaigns to their subscribers, but the ESP lacked the capability to perform trend analysis over time across multiple campaigns. They also lacked an effective way to collect new emails to grow their subscriber database. Finally, the team identified many one-off purchases, but few repeat customers despite email being an ideal channel for nurturing long-term engagement and repeat purchases.

The nimble team of four needed a time-efficient solution that could deliver a significant impact on their bottom line, and drive long-term improvements in conversions and revenue growth.

The Process

Within a matter of weeks, the Ematic AI suite began to transform emails from Guardian from a simple content delivery portal into a powerful revenue channel. Bye-iQ, Hi-iQ, and Retry-iQ each focused on a core piece of the email funnel to grow Guardian MY's subscriber base, increase engagement, and accelerate conversions. Ematic's Customer Success team were instrumental in enabling rapid implementation, setting strategy, and optimising for performance.



In a word, effective. Ematic was very effective in growing our database and driving conversions, allowing us to generate strong ROI (return-on-investment) from email.

Tey Hong Leng, Guardian eCommerce Manager



The Results



Capture rates on Guardian's page saw improvements of 65.3%, thanks to **Bye-iQ's** smart overlays, leading to **a 105.3% increase in total subscribers.**



Hi-iQ's engagement algorithms further improved Guardian's already impressive results. Click rates experienced a lift of 24.1% and **conversion rates rose by 78.4%.**



With **Retry-iQ** in place, revenue from abandoned cart and browse campaigns now drives **14.3% of total email revenue** — revenue that would have otherwise been lost.

The Bottom Line

Armed with an intelligent end-to-end email solution, **Guardian MY saw a 3.7X in Email Revenue growth.** From an afterthought, email has taken up a central position and evolved to become one of Guardian's highest performing revenue channels.