

Case Study: Client Transformation

Real transformations and measurable impact delivered by Kempler Consulting.

ESP Migration & Lifecycle Rebuild

The Challenge

A mid-market e-commerce brand was struggling with an aging ESP that couldn't support their growth. Deliverability had declined, automations were brittle, and the marketing team was spending more time fighting the platform than creating campaigns. They needed to migrate to a modern platform while maintaining campaign continuity and protecting sender reputation.

The Kempler Approach

- Conducted a comprehensive Platform & Architecture assessment to document current state
- Evaluated 4 candidate ESPs against the client's specific requirements and growth trajectory
- Built a phased migration plan with parallel running to minimize risk
- Rebuilt all lifecycle automations from scratch on the new platform with improved logic
- Implemented IP warming strategy and deliverability monitoring throughout transition
- Trained internal team on new platform operations and best practices

Results

Metric	Before	After	Impact
Open Rate	18.2%	26.7%	+47%
Click Rate	2.1%	3.8%	+81%
Automation Revenue	\$42K/mo	\$89K/mo	+112%
Deliverability Score	78%	96%	+23%
Campaign Build Time	6 hours	2 hours	-67%

Timeline: 12-week engagement from assessment to full migration

Engagement Model: Embedded specialist + full bench support

Lifecycle Program Optimization

The Challenge

A home services company had invested in a robust ESP but was only using a fraction of its capabilities. Their email program consisted of weekly batch-and-blast campaigns with no automation, no segmentation, and declining engagement metrics. Leadership wanted to modernize without adding headcount.

The Kempler Approach

- Performed Lifecycle & Automation assessment to map the full customer journey
- Identified 8 high-impact automation opportunities based on existing data
- Built and launched welcome series, abandoned cart, re-engagement, and win-back flows
- Implemented dynamic segmentation based on engagement and purchase behavior
- Created reporting dashboard connecting email performance to revenue attribution

Results

Metric	Before	After	Impact
Automated Revenue	\$0	\$156K/yr	New revenue stream
List Churn Rate	4.2%/mo	1.8%/mo	-57%
Engagement Rate	12%	22%	+83%
Manual Campaign Hours	20 hrs/wk	8 hrs/wk	-60%

Timeline: 8-week engagement from assessment to full launch

Engagement Model: Project-based with transition to managed services

See What Kempler Can Do for Your Team

Every engagement starts with understanding your unique challenges. Let's talk about what transformation looks like for your organization.

Email: info@kemplerconsulting.net | **Web:** kemplerconsulting.net