



PERFORMANCE CASE STUDY

Teakworks

Client: Premier Custom Teak Manufacturer | Location: Winona, MN

Covenant Advertising added Omni-channel marketing using Klaviyo, integrating it into the tech stack for Teakworks, above Google Ads as a high-performance lead generation engine. This enabled the client to add 30% revenue to his business and allowed capturing 17% in abandoned cart revenue.



The Challenge

Before partnering with Covenant, the client struggled with three primary issues:

- **Abandoned Cart:** Constant lost carts which never got captured or attempted
- **Low Repeat Purchases:** Teakworks wanted to establish relationship-building approach with timely, personalized messaging
- **Absence of automation:** Manual email marketing, no automation and flows

The Covenant Solution

Our approach moved beyond traditional email marketing to build a true customer experience across platforms:

Flow Optimization: Streamlined and enhanced Klaviyo flows to improve timing, messaging, and cart recovery performance.

Customer Segmentation and Enrichment: Built and enriched targeted customer segments to enable more personalized and high-converting campaigns.

Re-using Segments Across Email and SMS: Leveraged shared segments across email and SMS to create a consistent, omnichannel engagement strategy.

Sending Customer Hub-Triggered Automations: Deployed real-time, behavior-based automations to re-engage users and drive conversions.

COVENANT ADVERTISING

Where Alignment Creates Prosperity

Key Performance Indicators

Key performance indicators help measure email marketing success, track growth over time, and identify opportunities to improve overall results.

62%

EMAIL OPEN RATE

↑ 45% Improvement

\$1

REVENUE PER RECEPIENT

↑ 23% Improvement

1.69%

AVG. CLICK RATE

↑ 33% Increase

Performance Metric	Before Covenant	With Covenant	Change
Email Open Rate	3.46%	62.00%	1691.91%
Revenue Per Recepient	\$0.11	\$1.00	809.09%
Average Click Rate	2.50%	3.90%	56.00%
Omni-Channel Attributed Revenue	\$4,300.00	\$34,000.00	690.70%

