

03. BrewUK

Before implementing WhatCounts, BrewUK, an online retailer based in England that specializes in home brew beer and wine kits, primarily used batch and blast emails and little to no automation. With access to product, purchase, and customer data, BrewUK has set up over 40 automated emails to engage with customers at every stage of the lifecycle.

Automating Upsell Opportunities

BrewUK utilizes past purchase data to make automated product recommendations to their customers. These automated upsell emails encourage past customers to make another purchase. The featured product is selected based on the customer's previous related purchase. They currently have 13 different upsell campaigns set up for various beer and wine making kits.

Save Your Churning Customers

Many retailers have one standard Win-Back campaign that they send to all of their customers; however, BrewUK created a Win-Back series for 1 and 2x purchasers and another Win-Back series for 3x+ purchasers. Both series are comprised of 3 emails sent over a set period of time.

For 1 and 2x purchasers, BrewUK sends an email three, six, and nine months after the most recent purchase date. Using the same model as above for 3x+ purchasers, BrewUK offers a larger discount for their more valuable customers.

41.9% Open Rate
6.7% Click Rate



34.3% Open Rate
4.2% Click Rate
\$50k Revenue in 6 Months