

How WarmupIP Revitalized DoctorsRx Weight Loss's Email Campaigns and Revenue by **25%**

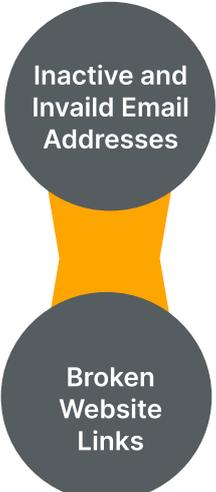
DoctorsRx Weight Loss, a well-established Shopify store specializing in weight loss products and services, faced a significant challenge after seven years of successful email marketing through Klaviyo. Initially, their campaigns performed effectively, achieving open rates of **15-25%** among engaged contacts and **5%** among unengaged contacts.

Recently, however, performance declined sharply. Open rates plummeted to **3%** for engaged contacts and **1%** for unengaged contacts. Standard advice from Klaviyo's support team—"keep verifying your contacts and focus on active lists"—produced no meaningful improvements.

Identifying the Core Issue: Domain Reputation Damage

The founder of DoctorsRx Weight Loss sought assistance from WarmupIP after learning about its success with similar Shopify merchants. An in-depth assessment revealed key problems:

- 1. Inactive and Invalid Email Addresses:** Email list decay allowed 2-5% of inactive or non-existent addresses to accumulate weekly. Temporary email addresses (which are active for only 30 minutes), further compromised list quality
- 2. Broken Website Links:** Dead links on the DoctorsRx website negatively impacted their domain's sender reputation.



Inactive and Invalid Email Addresses

Broken Website Links

How WarmupIP Restored Campaign Performance

Domain Health Check via Google Postmaster Tools :

1. WarmupIP confirmed that DoctorsRx's domain reputation was classified as "poor."
2. The team identified dead website links and provided actionable recommendations for immediate correction.

Domain Warmup Process Implementation :

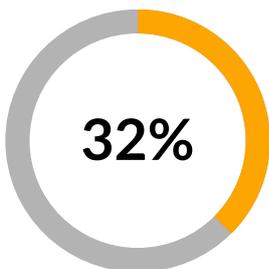
1. A comprehensive domain warmup protocol was deployed to rebuild sender reputation.
2. Within one week, the domain's health showed substantial improvement.

Strategic Email Campaign Adjustments :

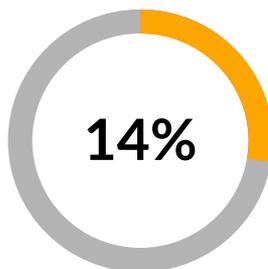
- 1. Domain Isolation:** Alternative domains were used for unengaged contacts to minimize risk.
- 2. Hygiene Practices:** Regular email list cleaning and monitoring were instituted to sustain deliverability improvements.

Measurable Results Achieved

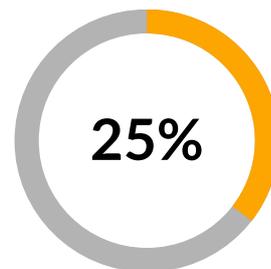
DoctorsRx Weight Loss experienced a remarkable turnaround:



Hygiene Contacts Open Rate :
Improved from **3% to 32%**.



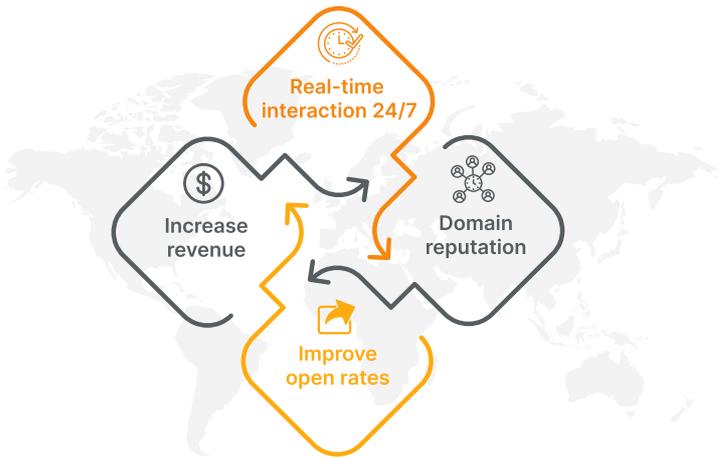
Unengaged Contacts
Open Rate :
Raise from **1% to 14%**



Revenue Growth :
Email-driven revenue
increased by **25%**, driven
by higher engagement and
better inbox placement.

A Long-Term Partnership Built on Success

Impressed by these results, DoctorsRx Weight Loss expanded its partnership with WarmupIP, entrusting domain management for four additional brands. WarmupIP now serves as their trusted consultant for domain health and email deliverability strategies.



Is Your Domain Reputation Affecting Revenue?

Don't let poor email deliverability hinder your business growth. WarmupIP can help you restore domain reputation, improve open rates, and increase revenue.

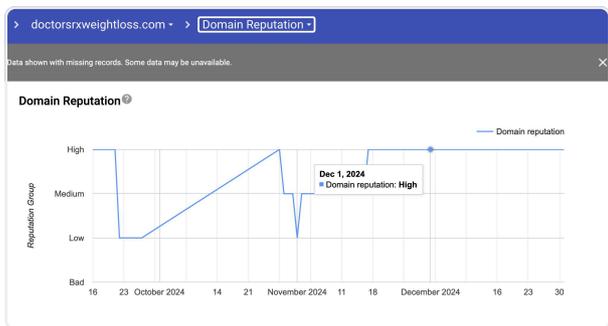
Contact us today to learn how we can support your email marketing success.

 **Contact us at:** sales@warmupip.com

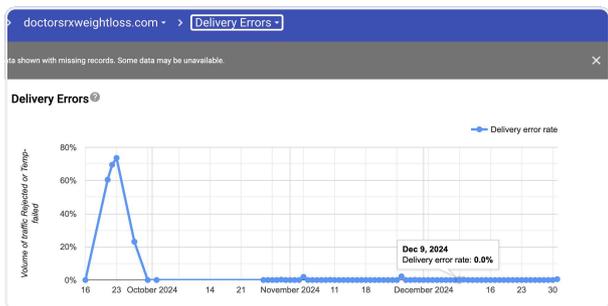
 **WhatsApp us at:** +1 313 462 0002

Leveraging WarmupIP to Improve Google Postmaster Scores

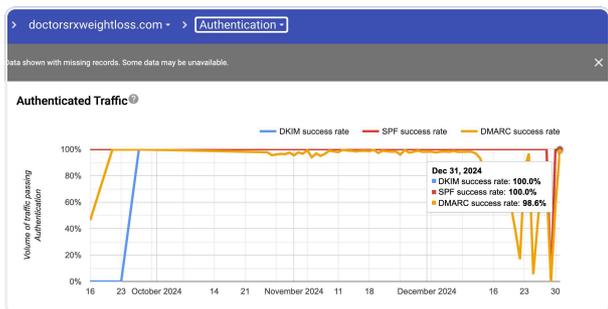
DoctorsRxWeightLoss.com Results



Domain Reputation



Delivery Errors



Authentication

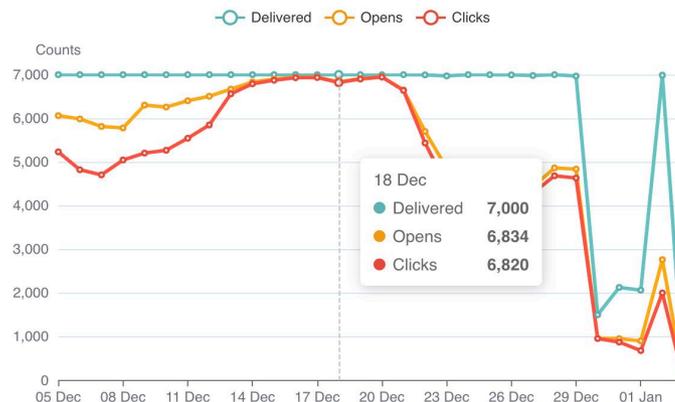
Summary For The Warmup Emails

Inbox	135917 / 98.9%	Marked as Important	126855 / 92.3%
Spam	34 / 0.0%	Reply	0 / 0.0%
Tab	1534 / 1.1%	Moved to Inbox	1568 / 1.1%

- 81.76%** Opened 153370 unique opens / 187594 delivered mail(s)
- 93.12%** Clicked emails rate 142811 / 153370 unique open(s)
- 98.86%** Inbox emails rate 135917 / 153370 unique open(s)
- 0.02%** Spam emails rate 34 / 153370 unique open(s)
- 1.12%** Tab emails rate 1534 / 153370 unique open(s)
- 82.71%** Marked Important emails rate 126855 / 153370 unique open(s)

Warmup Statistics

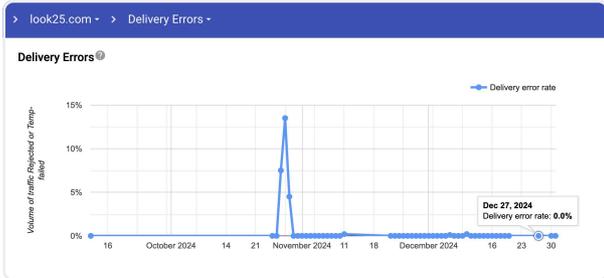
Warmup Statistics provides insights into the performance of your email campaigns by tracking key metrics. With detailed analytics, you can optimize your email warm-up strategy, improve deliverability.



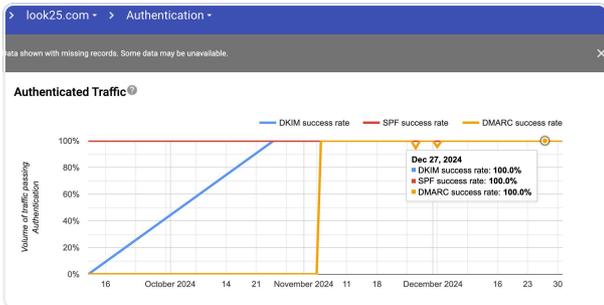
look25.com Results



Domain Reputation



Delivery Errors



Authentication

Summary For The Warmup Emails

Inbox	75489 / 98.8%	Marked as Important	70035 / 91.6%
Spam	0 / 0.0%	Reply	0 / 0.0%
Tab	928 / 1.2%	Moved to Inbox	928 / 1.2%

77.10% Opened 81778 unique opens / 106062 delivered mail(s)

97.27% Clicked emails rate 79547 / 81778 unique open(s)

98.79% Inbox emails rate 75489 / 81778 unique open(s)

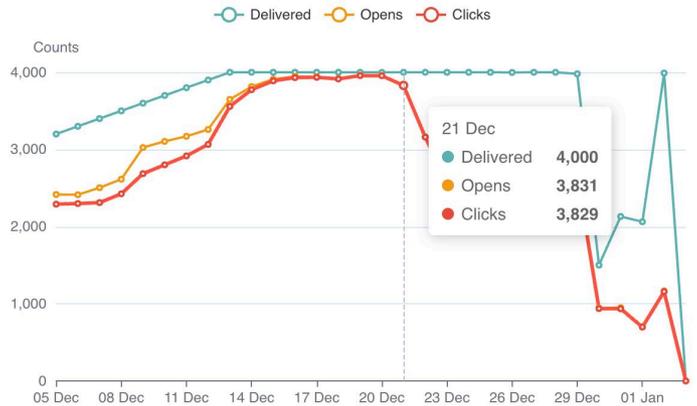
0.00% Spam emails rate 0 / 81778 unique open(s)

1.21% Tab emails rate 928 / 81778 unique open(s)

85.64% Marked Important emails rate 70035 / 81778 unique open(s)

Warmup Statistics

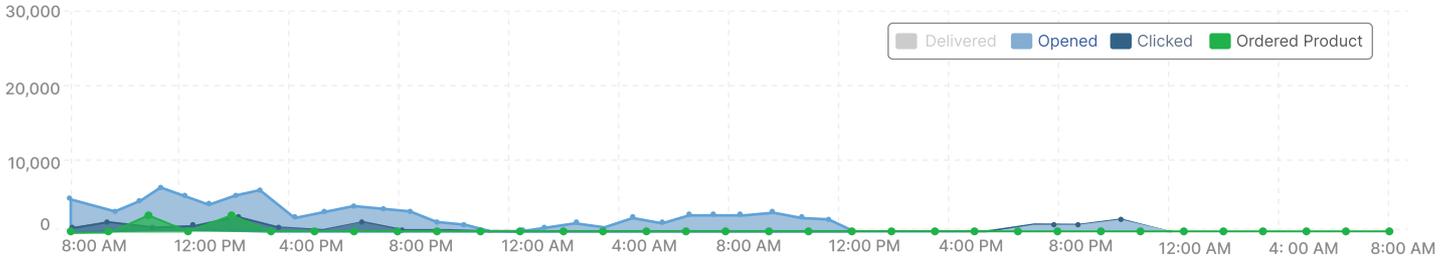
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Klaviyo Campaigns Before

Campaigns > Weightloss Christmas Offers Discounts_Newsletter-Engaged Reports

Overview Recipient Activity Link Activity Conversions Advanced Reports Watch Live View Campaign



OPENED (who) *Open rates are only estimates

3% 900 recipients

CLICKED(who)

1% 30 recipients

ORDERED PRODUCT (who)

30 0.1% of recipients

ORDERED PRODUCT VALUE

\$7,500
\$180 an average per occurrence

UNSUBSCRIBERS (who)

0.1% 30 recipients

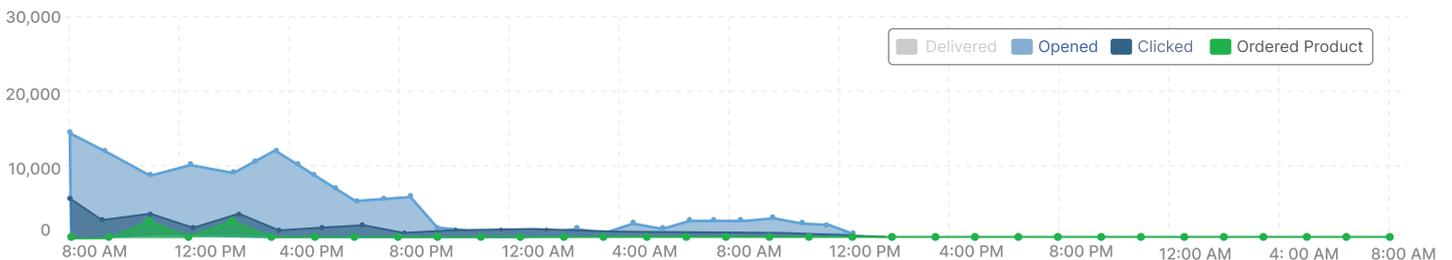
SPAM COMPLAINTS (who)

1% 30 recipients

Klaviyo Campaigns After

Campaigns > Weightloss Christmas Offers Discounts_Newsletter-Engaged Reports

Overview Recipient Activity Link Activity Conversions Advanced Reports Watch Live View Campaign



OPENED (who) *Open rates are only estimates

32% 9,600 recipients

CLICKED(who)

5% 480 recipients

ORDERED PRODUCT (who)

150 0.5% of recipients

ORDERED PRODUCT VALUE

\$37,000
\$220 an average per occurrence

UNSUBSCRIBERS (who)

0.1% 30 recipients

SPAM COMPLAINTS (who)

0% 0 recipients