

BOTANICAL JEWELLERY × RETENTION MARKETING

# Leafy Affair

How we turned a **dormant 100K-customer list** into a **+36% revenue engine** — in a single 30-day sprint.

**+36%**

GROSS SALES  
month-over-month

**+35%**

TOTAL SALES  
overall revenue lift

**130+**

EXTRA ORDERS  
incremental, in 30 days

## WHO WE WORKED WITH

# A brand built on nature — held back by reach.

Leafy Affair is a nature-inspired lifestyle and jewellery label that transforms real preserved flowers, ferns, seeds and botanicals into timeless wearable keepsakes. Founded by **Supriya Donthi**, it stands as one of **India's first preserved botanical jewellery brands** — blending craftsmanship, storytelling and sustainability into pieces that let people carry a little piece of the wild outdoors wherever they go.

## INDUSTRY

**Premium Botanical Jewellery**

## PRIMARY CHANNELS

**WhatsApp & Email**

## CUSTOMER BASE

**100,000+ buyers**

## ENGAGEMENT WINDOW

**30-Day Intensive Sprint**

## MANDATE

**Retention & Revenue Growth**

## POSITIONING

**D2C · Sustainable · Giftable**

## WHY THEY CHOSE US

Leafy Affair approached us after seeing our **track record with Shark Tank India brands**. They had something most brands would envy — a large, loyal organic following and a six-figure customer base. What they didn't have was a system to **turn that audience back into revenue**. Before signing anything, we ran a full diagnostic on their Shopify store and existing retention stack to find exactly where the leak was.

“A loyal audience isn’t an asset until you can reliably reach it. Leafy Affair already had the hard part — we just had to rebuild the bridge to it.”

— SARVINDER SINGH, RETENTION STRATEGIST

## THE DIAGNOSIS

# 100,000 customers. Barely any coming back.

Operating in a genuinely niche category, Leafy Affair had won the hardest battle — getting customers in the door. But repeat purchase rates stayed low. The audience existed; the **revenue from it didn't**. Our audit traced the problem past strategy and straight to infrastructure.

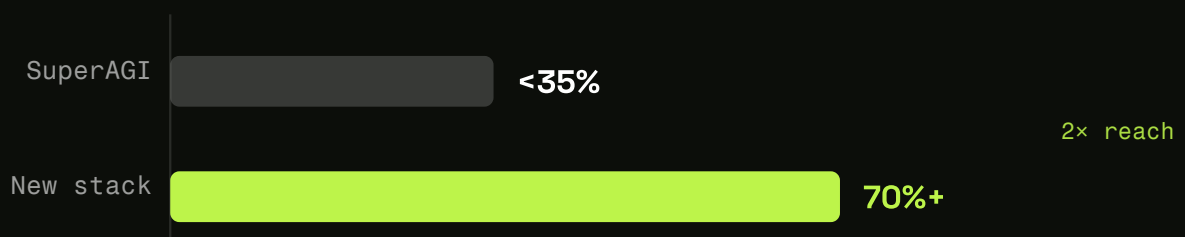
## ROOT CAUSE

## Their WhatsApp tool was delivering fewer than **1 in 3** campaign messages.

Leafy Affair was running retention on **SuperAGI** as their WhatsApp API tool. On audit, campaign delivery was landing **below 35%**. Two-thirds of every broadcast was never reaching an inbox — so open rates, click-throughs and revenue were capped before a single message was even read.

### Campaign Delivery Rate — old stack vs. new

% of broadcast messages successfully delivered

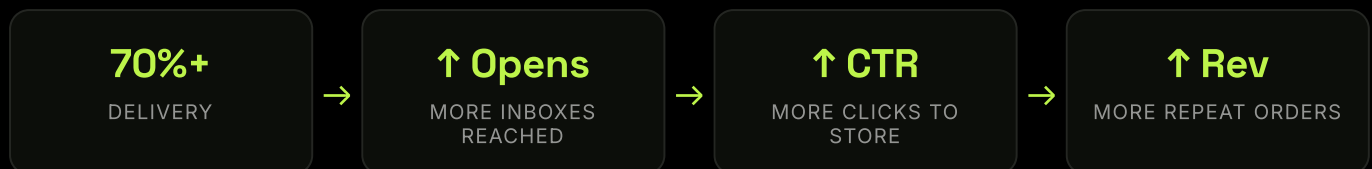


- **Large but cold.** A six-figure list that hadn't been segmented or re-activated by recency, spend or intent.
- **Wasted spend.** Every undelivered message still cost effort and eroded the case for retention internally.
- **Hidden ceiling.** No amount of better copy or offers could fix a channel where 65% of sends evaporated.

## WHAT WE DID

# Fix the pipes first. Then pour revenue through.

The first move wasn't a clever campaign — it was migrating Leafy Affair off the under-performing tool onto a platform delivering **70%+ of campaigns**. Doubling deliverability resets the entire funnel: more messages land, so more get opened, clicked and converted.



## THEN: HIGH-INTENT SEGMENTATION

With a reliable channel in place, we stopped broadcasting to everyone and built **high-performing segments** — surfacing **high-intent customers by location and prior on-store activity**, so the right offer reached the right buyer at the right moment.

## THE THREE RETENTION PILLARS

01

### Audience Segmentation

- Segmented past purchasers by recency & spend
- Custom audiences for lapsed buyers (30 / 60 / 90 days)
- Lookalikes built from the top 10% of buyers

02

### WhatsApp & Email Funnels

- Targeted WA broadcasts to proven past buyers
- Automated flows: welcome, win-back & post-purchase
- Personalised product picks in every message

03

### AOV Optimization

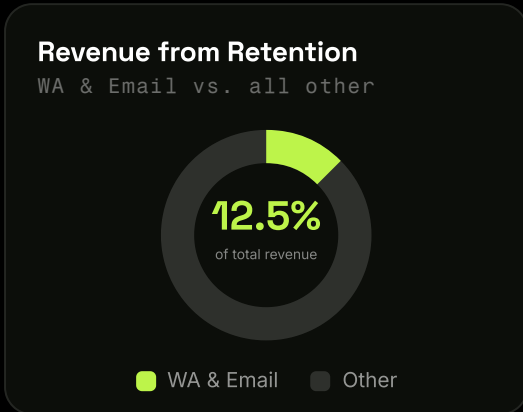
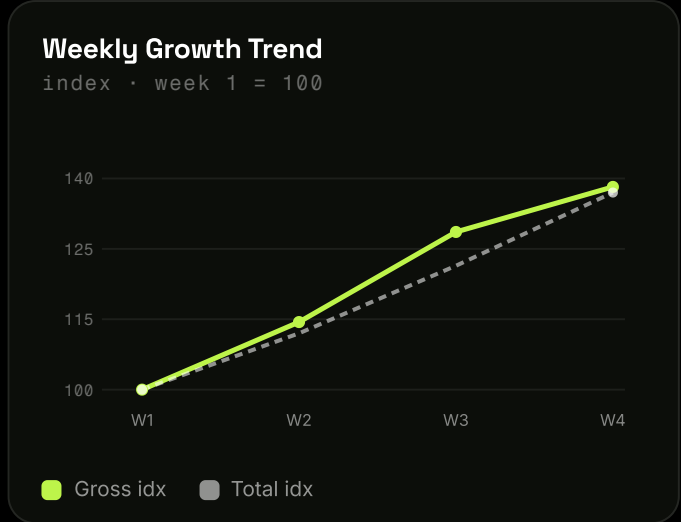
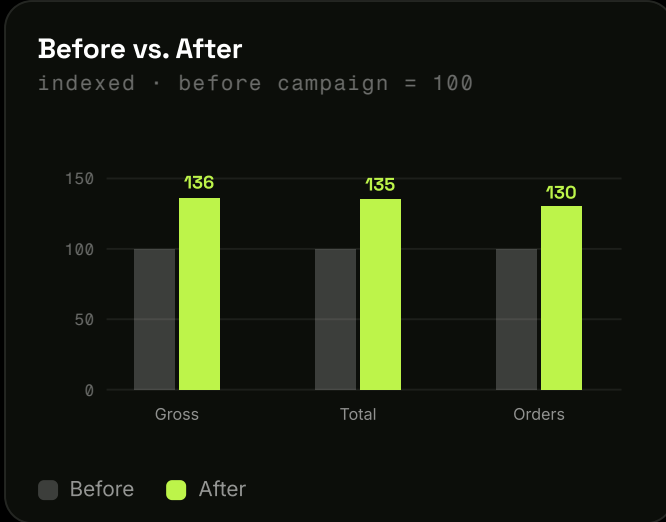
- Botanical gift sets & curated bundles
- Minimum-spend incentives for free shipping
- Loyalty nudges & repeat-purchase rewards

## THE PRINCIPLE

**Deliverability is the multiplier no campaign can replace. Reach first, persuade second.**

30 DAYS LATER

# The numbers moved — fast.



**+38%**  
Channel performance vs. the previous tool

**+2%**  
Average order value improvement

**130+**  
Incremental orders generated

**-2.5%**  
Ad frequency — less creative fatigue

| METRIC                   | RESULT       | IMPACT   |
|--------------------------|--------------|----------|
| Gross Sales              | <b>+36%</b>  | High     |
| Total Sales              | <b>+35%</b>  | High     |
| Extra Orders Generated   | <b>130+</b>  | High     |
| WA & Email Revenue Share | <b>12.5%</b> | High     |
| Avg. Order Value         | <b>+2%</b>   | Medium   |
| Ad Frequency             | <b>-2.5%</b> | Positive |

## WHAT THIS MEANS FOR YOUR BRAND

# Results speak for themselves.

- **Your list is probably bigger than your revenue suggests.** Most D2C brands sit on a six-figure audience they never properly re-engage.
- **Deliverability beats cleverness.** Doubling campaign delivery unlocked compounding gains across opens, clicks and repeat orders.
- **Retention lowers your cost of growth.** More repeat revenue meant ad frequency could drop 2.5% — less fatigue, healthier margins.

**+36%**

GROSS SALES

**+35%**

TOTAL SALES

**130+**

EXTRA ORDERS

## YOUR TURN

## Want similar results for your brand?

From retention strategy to measurable growth — let's find the revenue already hiding in your customer base. Same playbook, built for your brand.

[Book a retention audit →](#)[sarvindersingh.com](https://sarvindersingh.com)