



Tinte Cosmetics

 tintecosmetics.com

**Tinte Cosmetics switched from
Mailchimp and increased their open rate
by 60% in 3 months**



TargetBay Has Helped To Skyrocket Email Marketing Revenue To About \$60k In Just 3 Months



BayMail from TargetBay is extremely user-friendly and a great time saver for Ecommerce email marketing campaigns. We used both Infusionsoft and Mailchimp, but we found it challenging to send emails without bouncing back and have them landed in the 'Inbox folder', email open rates challenge was finally solved and that too instantly when we switched to TargetBay.



Stacy Reid, Co Founder.

Wholesale Account Emails

Tinte Cosmetics did a lot of email marketing campaigns to our wholesale customers with BayMail. Email open rates were as high as 37% for some campaigns, they are now successfully engaging with them like never before. TargetBay has helped their business to go to the next level.

About Tinte Cosmetics

The company was formed in 2007 with a vision to encourage women to feel beautiful, confident and be the best version of themselves. It loves creating products that are nostalgic, multi-functional and easy to apply.



Different Versions
Flavored lip gloss



Beauty Rewards
Loyalty Program

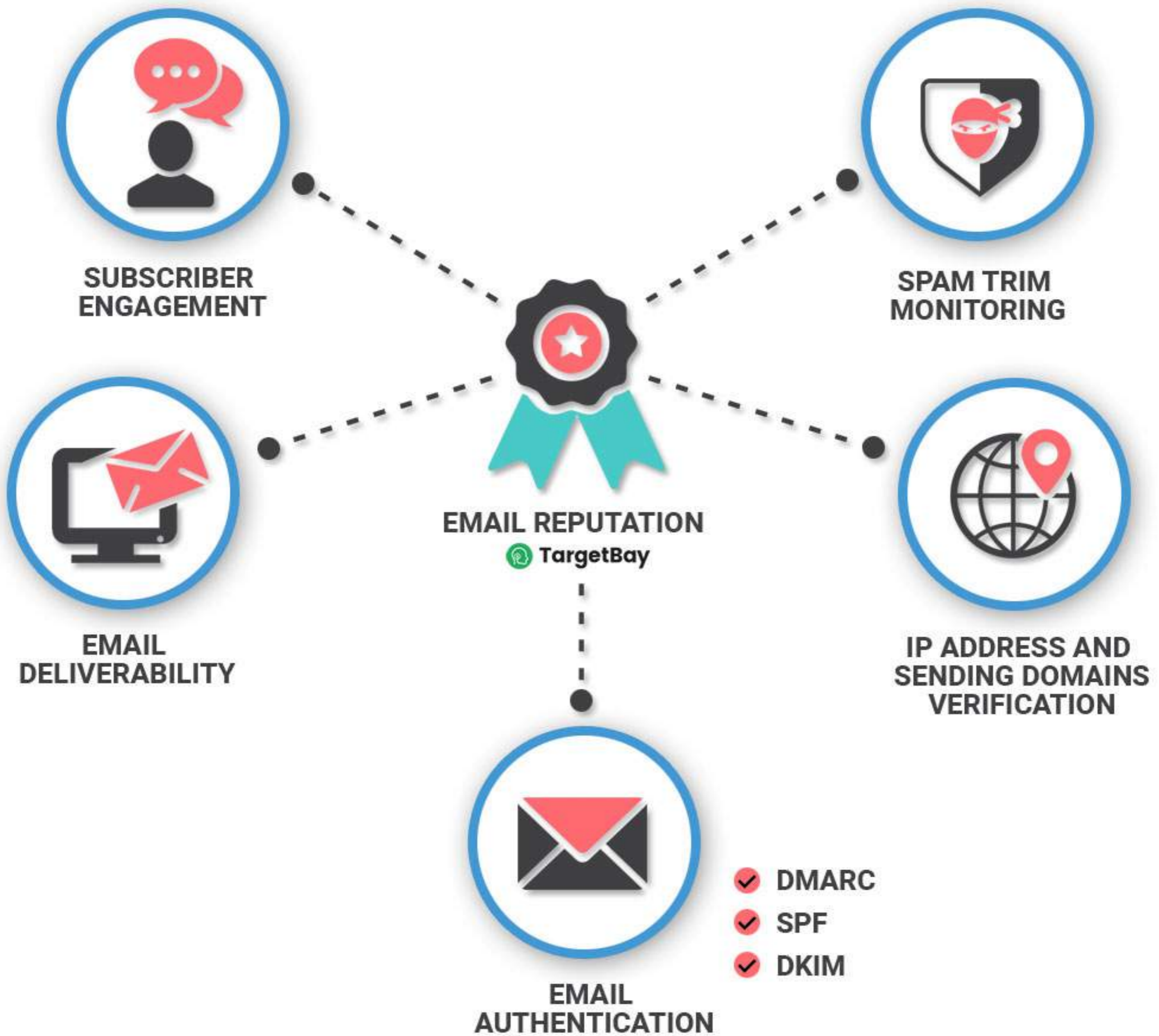
Tinte is based out of **Sarasota, Florida.**

Tinte is a leader in vintage lip balm, flavored lip shines and kissing sticks too!

In March 2004 Tinte Cosmetics brought back those sweet memories by creating their Flavored Lip Shine and Flavored Lip Colors in vintage slider tins. Flavored lip gloss is so sought after they were launched in **28 different versions!**

The company also runs a loyalty program called "**Beauty Rewards Loyalty Program**" that allows you to earn points that can be used towards future online purchases at Tinte Cosmetics's website.

TargetBay Helped Their Emails to Land in the Primary Inbox





The primary business challenges running an online store

Being a cosmetics brand centered on women, the company would position the brand in front of consumers all the time. Tinte uses email marketing as a channel to stay connected with their subscribers and shoppers.

End of the day it's all about the salience, they want to be a consumer brand as they've realized that to be a great brand community should drive customer loyalty with almost 15 years in the business.

The Problem

Tinte was using Mailchimp as well as Infusionsoft Email Marketing for more than 5 years. One of the challenges the company faced was getting their emails were not delivered at all, they just bounced as they were blocked by the Email Service Providers (ESPs).

That system had other challenges as well,

- ♥ **Not easy to use and not user-friendly**
- ♥ **Setting up emails took a lot of time**
- ♥ **Reaching out to their support was not helpful**

According to Matthew, Co-Founder, Tinte Cosmetics:



Email delivery rates were almost zero every time when we sent emails because using our old system, our IP reputation was not that good. We also used Mailchimp to help solve our email open problem but that didn't help us either.

The Solution

How TargetBay solved this?

Email marketing starts with list building. It plays a major role in reaching out to the right audience. TargetBay's email experts worked with Tinte's team to find the right target audience and helped in both list building as well as list segmentation.

We have started incentivizing our shoppers and subscribers and have been sending the following email campaigns using TargetBay,



New product launches



Free shipping and coupons



Seasonal campaign

We also do a lot of email marketing campaigns to our wholesale customers with BayMail. With good open rates upwards of 12%, we are now successfully engaging with them like never before. It has helped our business to go to the next level. - Stacy Reid

Segmentation also helps in measuring the impact of email marketing and also it helps deliver targeted messages.

As mentioned earlier Tinte's emails were blocked, so the emails were not delivered at all. We spent a lot of time for the list clean up as well as creating email templates in our old system. TargetBay has been able to increase their open rates significantly by using the following methodology,


- ♥ **Our secret sauce is how we warm up our IP address and sending domains.**
- ♥ **TargetBay has a proprietary system to monitor the open rates using our own platform.**
- ♥ **Assign less number of the account to a sending domain and IP address compared to the industry average.**

TargetBay's email experts also guided Tinte's team with best practices of email marketing.



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TargetBay

 678-648-7464

 contactus@targetbay.com

 7000 Central Parkway, Suite 220,
Atlanta, GA 30328

