

How High Open Rate Revitalized DoctorsRx Weight Loss's Email Campaigns and Revenue by 25%

Problem Statement

DoctorsRx struggled with a poor domain reputation, causing their emails to either get rejected or land in spam despite **Klaviyo** falsely reporting a 100% delivery rate.

By achieving a **HighOpenRate**,
DoctorsRx was able to restore its
domain reputation, ensuring emails
reached the inbox instead of spam.
With improved engagement, **ESPs**recognized their emails as
trustworthy, ultimately boosting
deliverability and campaign success.



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 **High Open Rate** 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.



How High Open Rate Restored Campaign Performance

Domain Health Check via Google Postmaster Tools:

- 1. High Open Rate 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 High Open Rate Process Implementation:

- A comprehensive domain high open rate protocol was deployed to rebuild sender reputation.
- 2. Within one week, the domain's health showed substantial improvement.

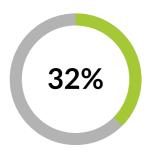
Strategic Email Campaign Adjustments

- **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 turn around:



Hygiene Contacts Open Rate :

Improved from 3% to 32%.



Unenageged Contacts
Open Rate:

Raise from 1% to 14%

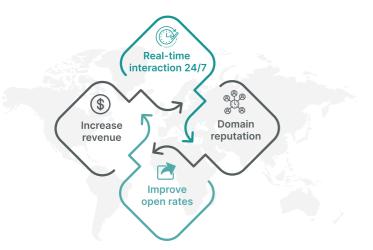


Revenue Growth:

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 High Open Rate, entrusting domain management for four additional brands. High Open Rate 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. High Open Rate 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: support@highopenrate.com

WhatsApp us at: +1 313 462 0002

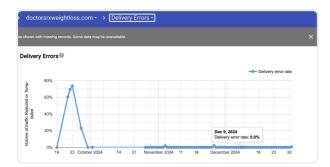


Leveraging HighOpenRate to Improve Google Postmaster Scores

DoctorsRxWeightLoss.com Results



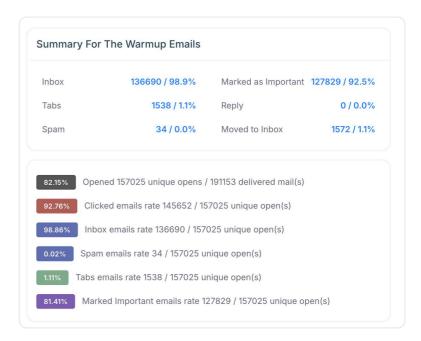
Domain Reputation



Delivery Errors



Authentication



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.

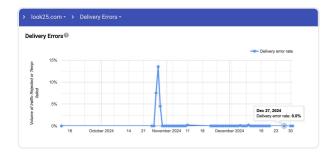




look25.com Results



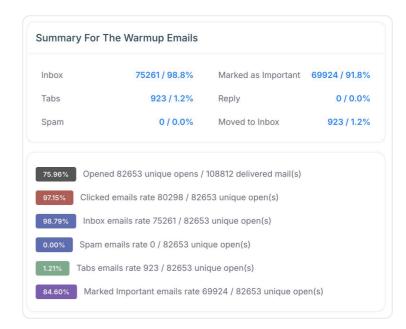
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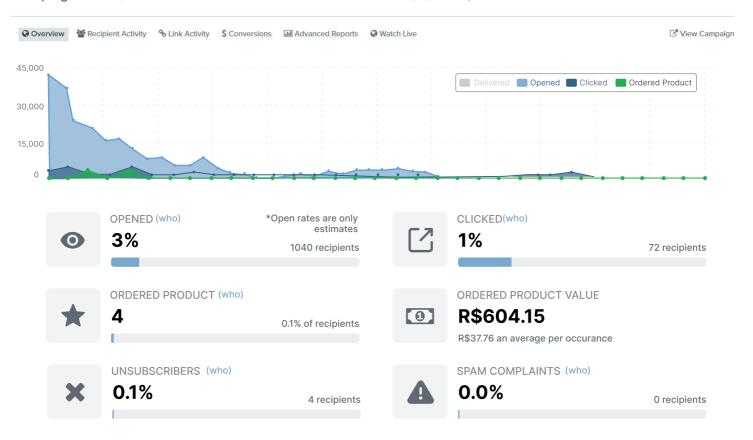






Klaviyo Campaigns Before

Campaigns > Weightloss Christmas Offers Discounts_Newsletter-Engeged Reports



Klaviyo Campaigns After

Campaigns > Weightloss Christmas Offers Discounts_Newsletter-Engeged Reports

