

# EMAIL MARKETING - WILL ROSS

This email marketing report is a collection of case studies from a multitude of clients in many industries





Pochino Italy is ushering in a new era of the fast-casual restaurant model bringing a new twist - Italian. Upper Hand has setup and designed Pochino Italy's automated welcome email sequence, and manages all one-off newsletter campaigns.

- 46.3% Average open rate
- 5.9% Average click through rate
- Average \$6.08 revenue generated per open

## New Customer Nurture Sequence

### Welcome email



### Offer email

### Weekly/Bi-weekly newsletter

# alAddin

MEDITERRANEAN RESTAURANTS

Aladdin Mediterranean is a popular Mediterranean restaurant chain based in Houston, Texas. Email marketing has played a key role in driving consistent monthly revenue, proving to be both a reliable and impactful channel for growth.

- 38.56% Average open rate
- 18,000+ email list
- \$19,121 generated from one campaign

alAddin MEDITERRANEAN RESTAURANTS

Skip the stress. Treat Mom to Aladdin!

Order Mom's favorite fresh Mediterranean flavors - fast, easy, and full of love (and garlic).

[Order Online](#)

Ordering has never been so easy...

Here are some options to get excited about:

**Classic Chicken Kabob**  
Need we say more? Classic chicken kabobs feature juicy, marinated chicken pieces grilled over charcoal and topped with Mediterranean spices for a simple, bold flavor.

**Lebanese Salad**  
Lebanese salad is a fresh, crisp mix of chopped cucumbers, tomatoes, onions, and parsley, tossed in lemon juice and olive oil for a bright, zesty finish.

[Order Online](#)

NATURAL NEVER TASTED THIS GOOD  
COOKED FRESH TO ORDER, EVERY SINGLE TIME.

ORDER TODAY

WHEN IT COMES TO OUR CUSTOMERS, WE NEVER CUT CORNERS

No artificial preservatives, no fake ingredients, and no flavor enhancers. All common "heathy" options...

Plant-based ingredients, cooked fresh to order, and always making sure the customer is eating the healthiest possible option.

Every dish is cooked with the customers' best interest in mind. We ask ourselves - "would I let my family eat this?" If the answer is no, we throw it out.

OUR MEALS ARE MADE WITH PURPOSE

- Real Mediterranean
- Fuel Your Body
- Nutrient-Rich
- Always Fresh

Welcome!

WE'RE GLAD YOU'RE HERE  
AS A "THANK YOU" ... ENJOY 10% OFF YOUR NEXT ORDER BY USING CODE "NEWBIE"

ORDER NOW

LET US TAKE YOU AROUND  
DON'T WORRY, WE'VE GOT SOMETHING FOR EVERYONE!

CALL TODAY

FOLLOW US ON SOCIAL

Grill, Chill, Refill

Your ultimate guide to eating good this Summer

Summer is in full force, and so are our chefs. Come treat your taste buds to some of our favorites...

Order Today

Summer Favorites

**Classic Chicken Kabob**  
Need we say more? Classic chicken kabobs feature juicy, marinated chicken pieces grilled over charcoal and topped with Mediterranean spices for a simple, bold flavor.

[Order Now](#)

**Lebanese Salad**  
Lebanese salad is a fresh, crisp mix of chopped cucumbers, tomatoes, onions, and parsley, tossed in lemon juice and olive oil for a bright, zesty finish.

[Order Now](#)

**Classic Chicken Kabob**  
Caramelized onion hummus is a creamy blend of chickpeas and tahini topped with sweet, slow-cooked onions for a rich, savory twist on the classic dip.

[Order Now](#)



Origins Aesthetics and Wellness is a premier aesthetics clinic based in Gainesville, GA, offering cutting-edge treatments to help clients look and feel their best. Specializing in skin rejuvenation, laser therapies, injectables like Botox and Juvederm, wellness consultations, and advanced facial scans using the VISIA system, Origins blends science, technology, and personalized care.



**It's about that time...**

After months of waiting, our renovated space is almost finished. As we draw closer to our grand opening, we just wanted to say how thankful we are for your support during this transition period. If you haven't already, make sure to take advantage of our 20% off Soft Launch Special for all services before it ends! We'll see you soon for more updates.)

**Book Today for 20% off**

**Origins aesthetics and wellness**

The powerful VISIA Scan. Now FREE with a consultation.

The VISIA Skin Analysis is a quick, painless tool that captures high-res images to assess skin concerns like wrinkles, pores, sun damage, and more. It provides a detailed report to help customize skincare treatments for better results.

**Get A FREE Scan**



**Let's Get Social**

Be the first to know about.

Giveaways  
New Deals  
New Services  
Exclusive Promos  
Office Announcements  
Events & More!

Stay in the loop

**Follow Us**

**Origins aesthetics and wellness**

**Laser Hair Removal Has Never Been Easier**

**Bare HR**

**Laser Innovation**

The Sciton Bare HR is a state-of-the-art device designed for superior hair removal. The Bare HR technology represents a significant advancement in laser hair removal, providing fast, effective, and comfortable treatments.

**Book Now**

**Have You Heard?**

We are offering a staggering 20% off all services until our grand opening! We are drawing close, so make sure you take advantage while you still can!

**See Our Services**

**Origins aesthetics and wellness**

**Last Chance for 20% Off**

Hurry, don't miss out! Our exclusive 20% off ends soon! Whether you're looking for rejuvenating skin treatments or want to try our signature BBL Heroic, now is the perfect time to reveal your natural beauty.

Book your appointment today before this offer expires at the end of February!

**Book Now**

**National PEEL DAY**

Monday March 10th

Celebrate with us! 15% off all chemical peels during the month of March.

**BOOK TODAY**

**What is a VI Peel?**

VI Peels focus on lifting and exfoliating skin cells to allow our body to produce new cells that are healthier and less pigmented. The process of exfoliation also smooths the surface of our skin creating softer smoother texture.

**Real Results:**

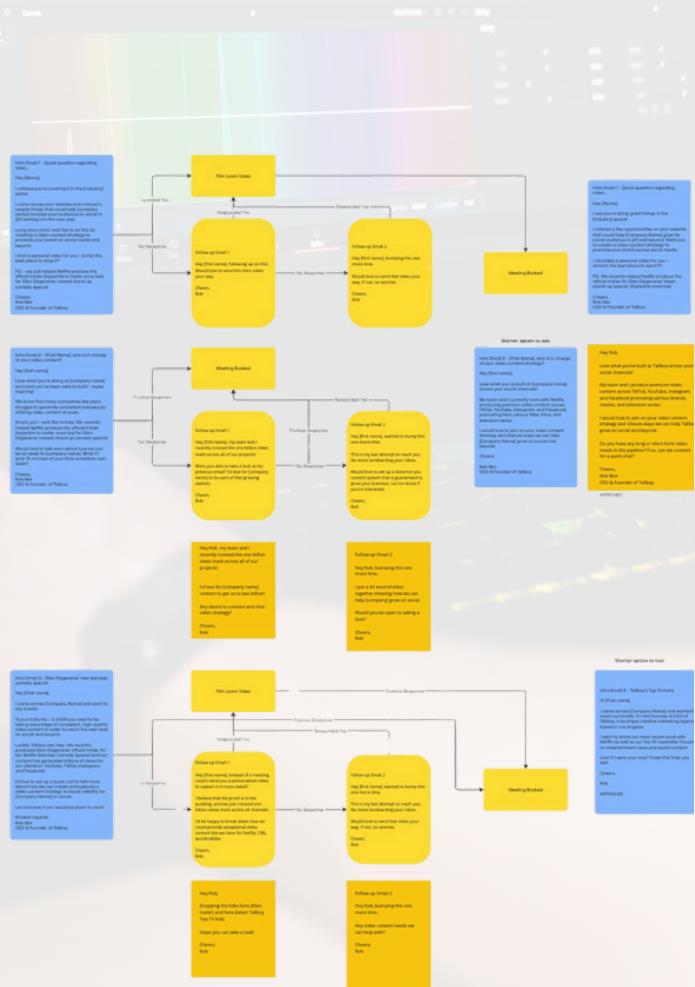




Tallboy Agency is an industry leader in video production and post-production that has worked for large companies like Netflix, Apple, and CBS. Upper Hand runs Tallboy Agency's cold email lead generation efforts, targeting large media companies in LA, New York and Chicago.

- 2.8% positive response rate
- 5% response rate
- Sending 600+ emails/day

# 29 Opportunities





Luxury airport parking company with amenities such as covered parking, valet to airport, and car detailing while you are away.

Upper Hand has headed their email strategy - focused on seasonal deals as well as a consistent newsletter.

- 100K+ Email list members
- 48% Average open rate
- 3% Average click through rate

Three mobile phone screens are displayed side-by-side, each showing a different FINE Airport Parking newsletter. The phones are set against a background with a large, faint watermark of the "FINE AIRPORT PARKING" logo.

- Left Phone Screen:** Displays a "Spring Break" themed newsletter. It features a yellow airplane icon flying along a dashed yellow line, with a yellow location pin at the end. The text "Start Spring Break In Style" is above the image. Below the image, a message reads: "FINE, traveling for Spring Break this year? We've taken care of you're taken care of 😊". A yellow banner at the bottom says "We are expecting spots to SELL OUT next week. Book your Break." A yellow "BOOK IAH NOW" button is at the bottom right. A yellow box at the bottom left says "HOUSTON - HOBBY RENOVATION UPDATE". A yellow box at the bottom right says "It's almost here! The renovation of our Main Lobby and the addition of FINE".
- Middle Phone Screen:** Displays a "Memorial Day Deals" newsletter. It features a row of American flags in the background. The text "Memorial Day Deals" is above the flags, accompanied by a small American flag emoji. Below the flags, a message reads: "Book a RESERVATION using PROMO CODE: **DETAIL23** and receive a FREE UPGRADE TO VALET at the Indoor Rate *with the purchase of a Detail or Wash service!*". A yellow "BOOK NOW" button is at the bottom right.
- Right Phone Screen:** Displays a newsletter with the headline "Week Is Filling Up FAST!!". It features an image of a multi-story parking garage with the "FINE AIRPORT PARKING" sign visible. The text "Week Is Filling Up FAST!!" is above the image. Below the image, a yellow banner says "SELL OUT next week! ANYTIME between 3/9 - 3/19 we ENDED making a RESERVATION, of spaces are still available. Book your RESERVATION NOW and GUARANTEE your spot! See you soon!!". A yellow "BOOK NOW" button is at the bottom right.



# Win in Marketing

Win in Marketing is a marketing newsletter for CMOs, CEOs, founders, and business owners. Upper Hand has set up the WIM welcome flow and writes/manages/designs all weekly newsletters.

- Grew from 0 to 1,900+ members in under a year from organic content
- 40% Average open rate
- 4% Average click through rate

# Client Work Continued

