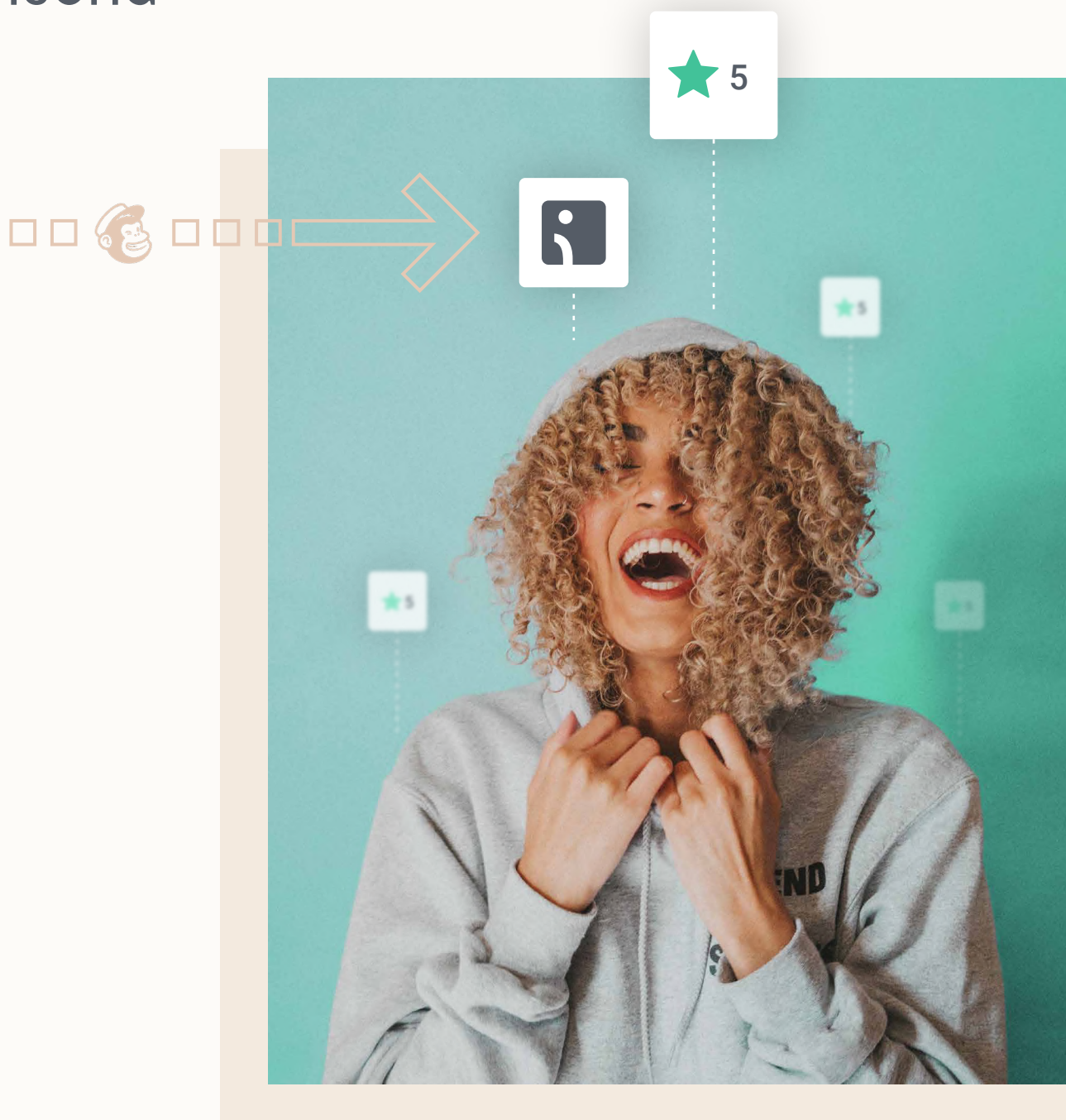# omnisend

From Mailchimp to Omnisend

Finding success after the switch

Introduction

Omnisend is an ecommerce-tailored email & SMS marketing automation platform serving over 50,000 happy customers worldwide. Whether due to needing a stronger integration with their ecommerce platform, easier to use marketing automation, or to take advantage of additional channels preferred by today's shoppers, ecommerce businesses choose Omnisend to increase their sales, not their workload.

If you're looking to increase sales, we invite you to join the thousands of others who trust us to help their businesses grow. This paper highlights a small fraction of companies from across different industry verticals, including fashion & apparel, beauty & wellness, and homegoods, and shows what's possible when making the switch from Mailchimp to Omnisend.

DIXXON

COMPANY
Dixxon is a well-known DTC ecommerce brand that sells flannel fashion clothing.

ECOMMERCE PLATFORM
Shopify

INDUSTRY
Fashion and Apparel

dixxonquality.com

$65,000
earned in the first 2 months after switching from Maiclhimp to Omnisend

$36,000
revenue with 3-email cart aban-donment sequence
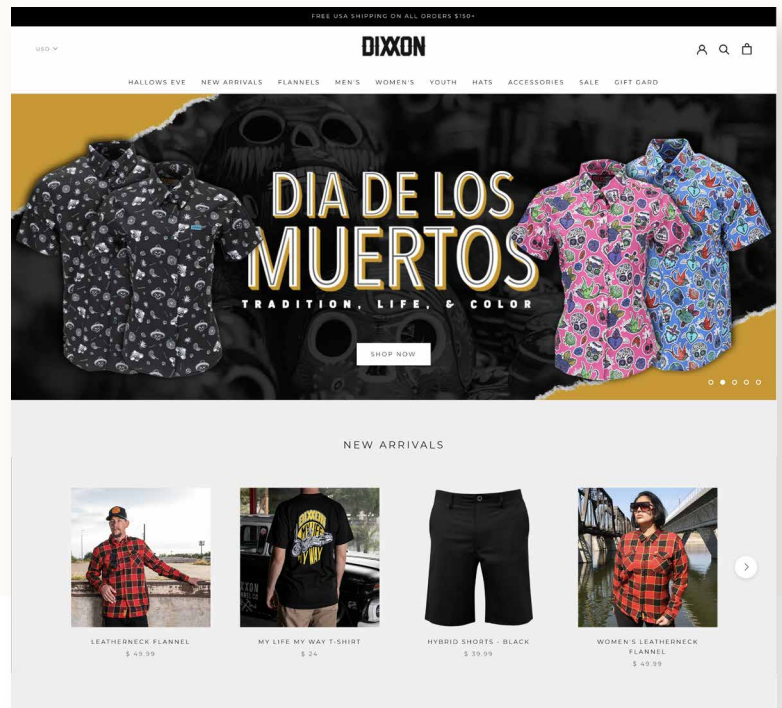
Between 15-25% of their revenue comes from email promotions

"

"Product picker is our favorite feature. When I was using Mailchimp, I had to manually add everything, but the fact that I can literally click a button, and I can select the 4-5 shirts I need. I think that's just so easy."

"I liked that you had all the automated emails already set up and ready. I don't have time to do a lot of testing, so the fact that you had it already set up was helpful. The fact that I don't have to touch it is key."

– Chris Vallely,
   Sr. Brand Manager at Dixxon Flannel Co

Read the entire success story of Dixxon Flannel Co.

COMPANY
Silver Street Jewellers sells sterling silver jewelry with genuine gemstones.
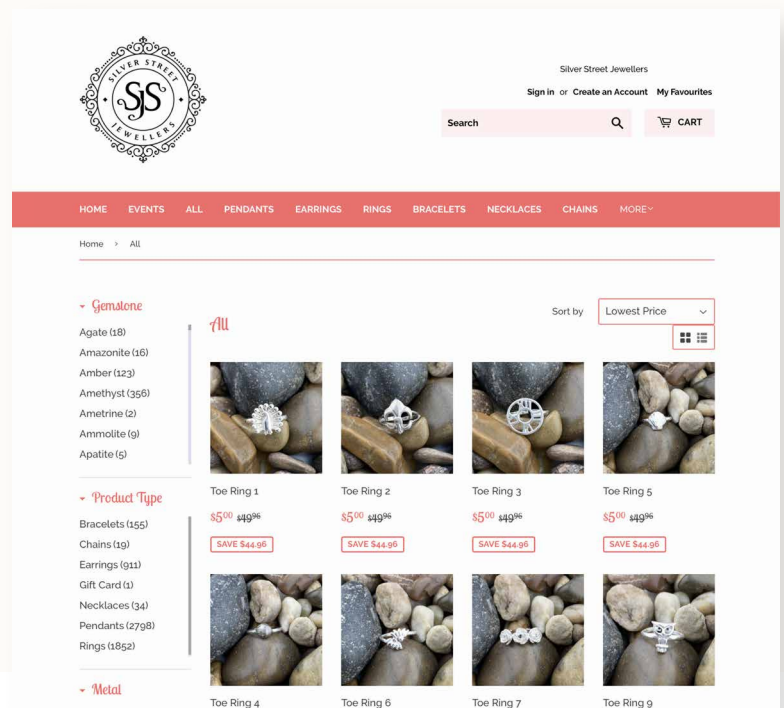
ECOMMERCE PLATFORM
Shopify

INDUSTRY
Fashion and Apparel

silverstreetjewellers.ca

60% of total income generated by the email program

$100K
generated in the first three months of selling online

3,762%
lift in abandoned cart revenue-per-email

"We knew that to be successful at ecommerce we would need more capabilities than Mailchimp had to offer."

"After some research, we had a clear vision of what kind of tool we needed to be successful:
1. An easy-to-learn platform.
2. SMS for instantly reaching our customers.
3. An all-in-one solution for easy maintenance of all our marketing actions.
4. A strong and easy integration with Shopify.
That's how we came up with Omnisend."

– Laura Greenshields,
   CEO of Silver Street Jewellers

Read the entire Silver Street Jewellers story

TATE + YOKO

COMPANY
Founded in 2011, Tate + Yoko specializes in Japanese denim and apparel with a focus on superior quality, attention to detail, and vintage style production methods.
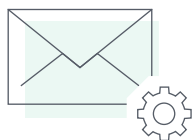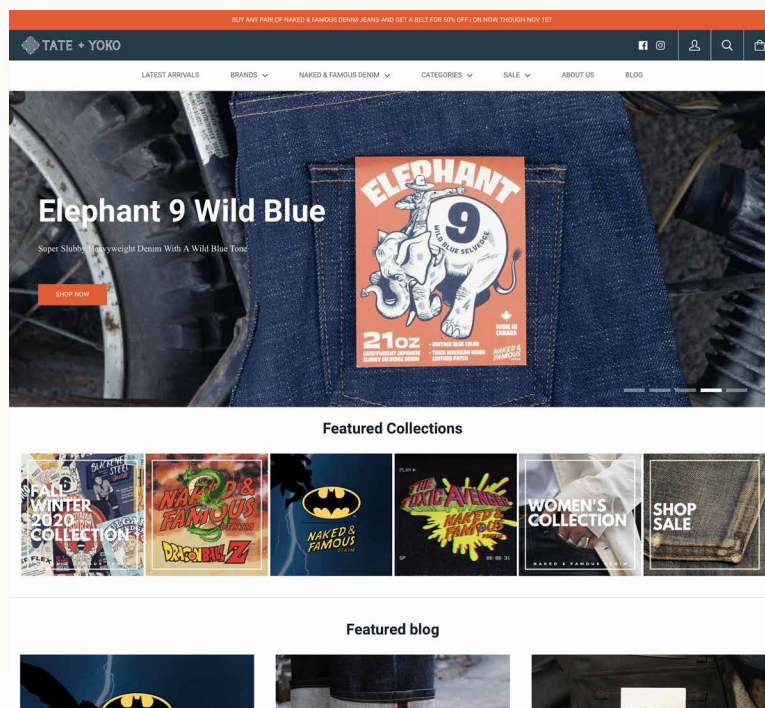
ECOMMERCE PLATFORM
Shopify

INDUSTRY
Fashion and Apparel

tateandyoko.com

75% of email revenue comes from automated emails

2,655%
lift in revenue-per-email from abandoned cart messages

11%
of email campaign revenue comes from remailing

"

"We're a small company with limited resources and Omnisend is very easy to use. The platform seamlessly integrates with our online store with no need for confusing connectors. Emails are easy to build and automations are a snap to set up."

– Bahzad Trinos,
  Sales and Creative Director at Tate+Yoko

INGLOT CANADA

COMPANY
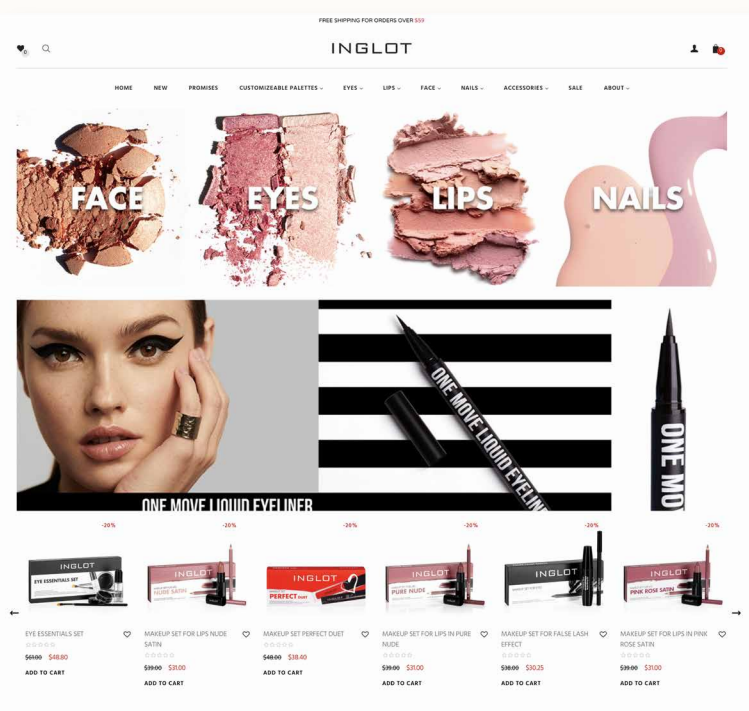INGLOT Cosmetics Canada offers high-end cosmetics and beauty products.

ECOMMERCE PLATFORM
Shopify

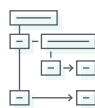**INDUSTRY**
Beauty & Cosmetics

inglotcosmetics.ca

2,130% lift in revenue per message with SMS + email workflows

4,789%
lift in revenue per message with abandoned cart push notifications

117%
conversion rate increase for abandoned cart workflows using SMS & push

"

"After testing over 10 different solutions, Omnisend came out on top."

"It was a huge asset to have a platform that has as many tools as possible. If possible, we do prefer to stay on one platform and work with one database that's connected to our store resources, instead of having multiple platforms and syncing one to another. Extra channels weren't what we were originally looking for, but now that we have them, we want to use them."

– Marcin Bielen,
  President of INGLOT Cosmetics Canada

Read the entire INGLOT Canada story

COMPANY
Lurella Cosmetics is a well-known retailer that sells a wide range of cosmetics and beauty products.
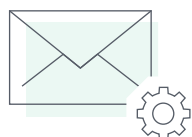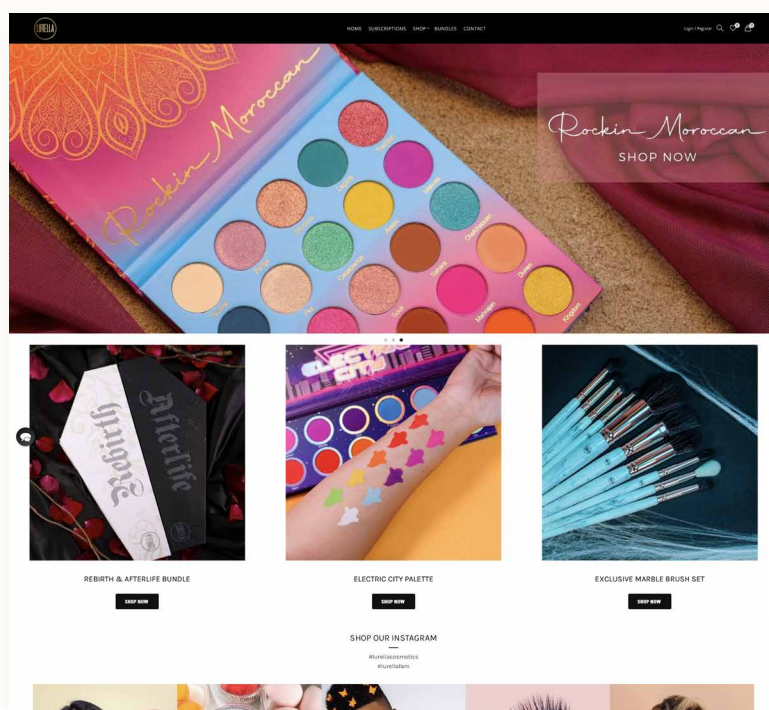
ECOMMERCE PLATFORM
Shopify

INDUSTRY
Beauty & Cosmetics

lurellacosmetics.com

37% of email revenue comes from automated emails

9%
increase in revenue of promo campaigns by using Campaign Booster

28%
conversion rate from automated emails

"We never imagined how easy it would be to set up automated emails in Omnisend. The results we have seen have exceeded all expectations—we couldn't be happier."

– Renee Morales,
   Lead Marketing Manager at Lurella Cosmetics

TO'ak™

COMPANY
To'ak Chocolate produces handcrafted luxury chocolate bars made from rare Ecuadorian Nacional cacao beans.
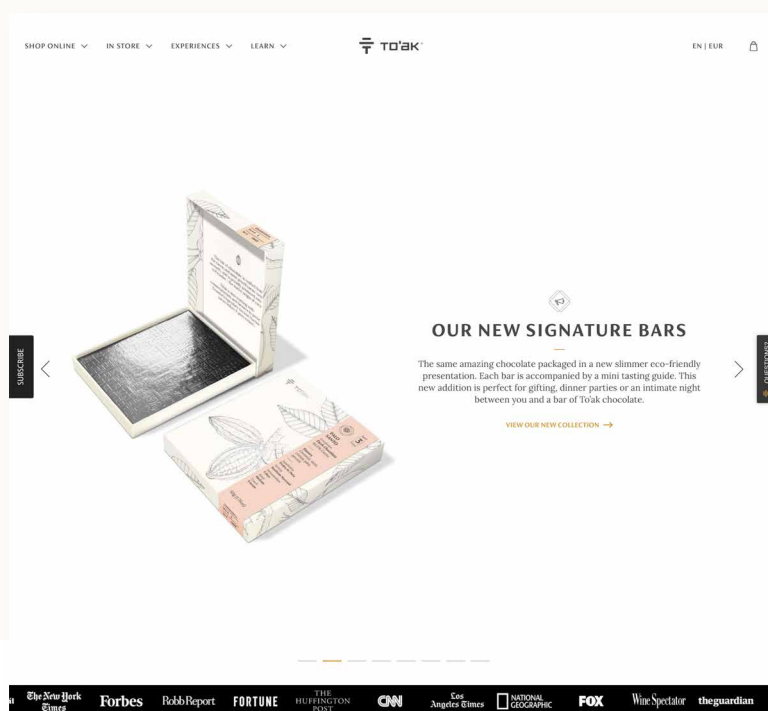
ECOMMERCE PLATFORM
Shopify

INDUSTRY
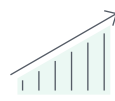Food & Beverage

toakchocolate.com

817% lift in revenue-per-email from abandoned cart messages

8%
of email revenue comes from the cart abandonment series

198%
increase in conversions from abandoned cart messages

"Omnisend is perfect for us. With the personalized customer service we've experienced, we know we're not just another virtual customer—they do their best to help us grow."

– James Le Compte,
   CEO & Partner, To'ak Chocolate

Hear how To'ak creates a personal connection with the customer

baking steel

COMPANY
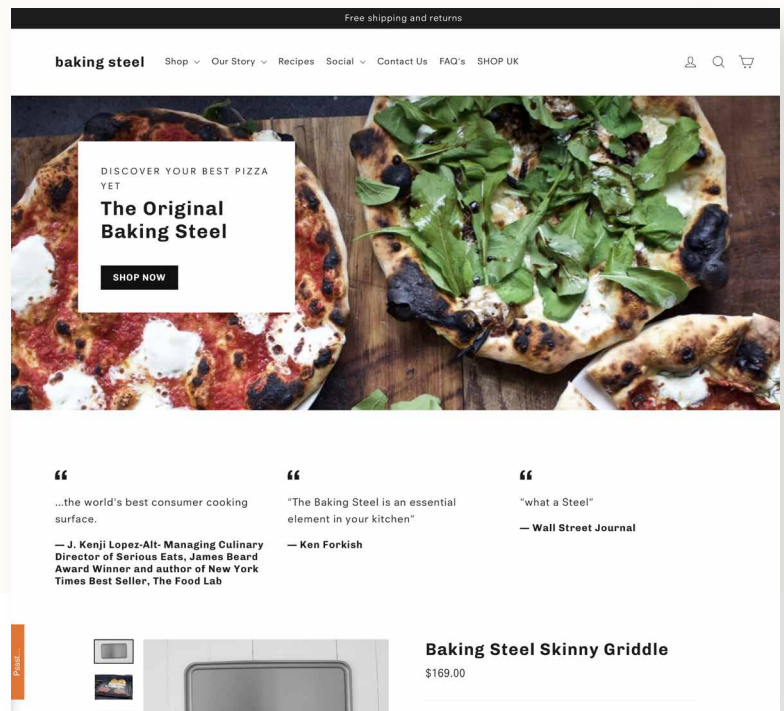Baking Steel sells pizza stones made from ultra-conductive steel.

ECOMMERCE PLATFORM
Shopify

INDUSTRY
Homegoods

bakingsteel.com

23.5% of email revenue comes from the abandoned cart series

$2.14
average revenue from every abandoned cart email sent

43%
click-to-open rate for automated welcome series messages

"

"The reporting is really nice and detailed. It's kind of fun to see different things like heat maps, orders from campaigns, and things like that."

– Craig Hastings,
   Culinary Director at Baking Steel

→ **Read the entire Baking Steel story**

BLACKMANGO

COMPANY
Black Mango sells beautiful, impressively designed furniture online at an affordable price.
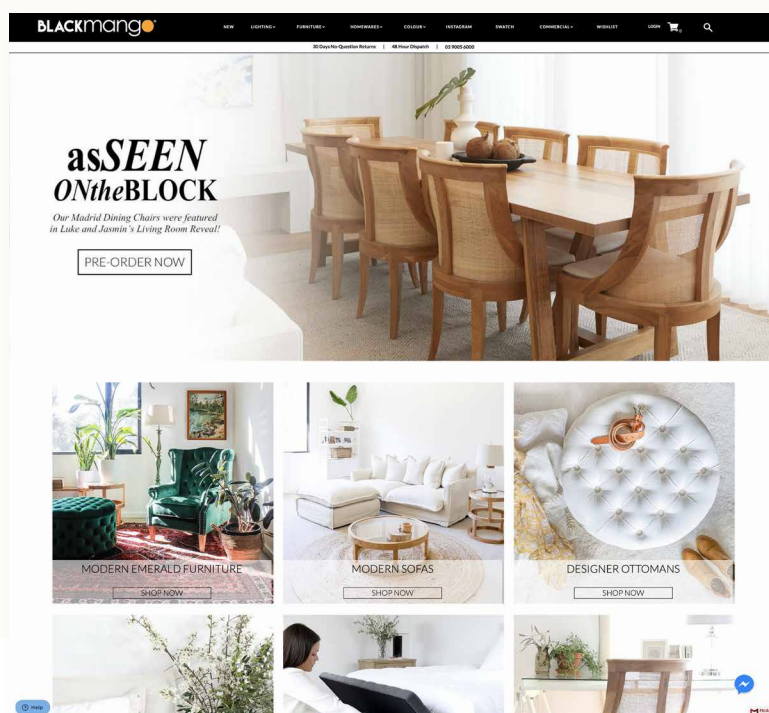
ECOMMERCE PLATFORM
Shopify

INDUSTRY
Furniture

blackmango.com.au

Generates $5.22 in revenue for every welcome email sent

43%
of email revenue comes from automated emails, which makes up only 1.9% of all emails sent

25%
of email revenue comes from abandoned cart recovery. This workflow makes up only 0.8% of all emails sent

"Because our company was growing quite rapidly and outgrowing Mailchimp, we decided that we needed something that had more features, you know, things that we could help us reach our customers in a bigger way."

"I just don't think Black Mango would have grown and developed to what it is today if we hadn't switched over."

– Stacey Dixon,
  Graphic Designer at Black Mango

Read the entire **Black Mango success story**

Join the others who made the switch from Mailchimp to Omnisend

 G2 ★★★★★

"Omnisend delivers and fulfills all my campaign needs!"

"In addition to beautiful email templates, they include free email boosts to make sure your unopened campaigns get opened. I have way more open success rate than I have ever had with MailChimp. I went from 18% with Mailchimp to 40%! My online shop is growing with orders each week."

"Fantastic Email Solution for Shopify"

"I found Omnisend when Mailchimp stopped its integration with Shopify last year. I compared a lot of different solutions at that time. Omnisend was definitely the best choice for the money!"

"Hands down the best!"

"And unlike MailChimp, Omnisend helps set up pop-up forms without having to go through another app or site. I can't express how much Omnisend has helped me and my business partner with our marketing."

"User-friendly interface, prompt & efficient support"

"This is a one-stop-shop for all of your email and SMS marketing needs. It's better than its competitors (Mailchimp, etc.) and is honestly the only app you'll need for email and SMS marketing for Shopify!"

"Easy to use better than Mailchimp"

"I also love the fact that you can import your subscriber list into Facebook automatically so that you can send them targeted ads. I love the analytics which allows me to clearly see how much revenue we made with an advertisement."

"Easy to use and lots of features"

"It was easy to switch from Mailchimps as well, which was something I worried about when switching over."

"Easy transition from Mailchimp"

"AMAZING CUSTOMER SUPPORT!"

Increase your sales, not the workload
with Omnisend's email & SMS marketing

START MY FREE TRIAL

Increase your sales, not your workload

Omnisend is an ecommerce-tailored email & SMS marketing automation platform built to help nimble teams drive more revenue without increasing their workload. One-click ecommerce stack integrations, pre-built workflows and intuitive drag & drop editing make it easy to get up & running without diving into the gritty details, unless you want to.

More than 50,000 ecommerce brands use Omnisend to grow their businesses on autopilot, converting their customers with quick-to-build, highly-relevant emails & texts.

50,000+ Nimble Ecommerce Brands Choose Omnisend

Unilever

SAMSUNG

FABER-CASTELL
since 1761

JIGGY

D DUKE CANNON SUPPLY CO.

INGLOT CANADA

G2 Leader FALL 2020

Capterra TOP 20 2020

GetApp CATEGORY LEADERS 2020

With thousands of 5-star reviews on G2Crowd, Capterra, and GetApp, our **50,000 customers love us,** and we think you will too.

omnisend