



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

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.

Inactive and Invalid Email Addresses

Broken Website Links



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 :

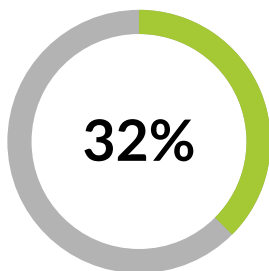
1. A comprehensive domain high open rate protocol was deployed to rebuild sender reputation.
2. Within one week, the domain's health showed substantial improvement.

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.

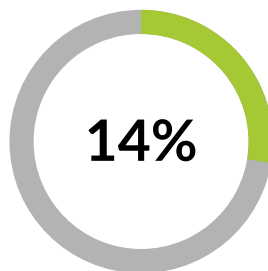
Measurable Results Achieved

DoctorsRx Weight Loss experienced a remarkable turn around.



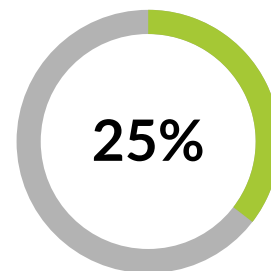
Hygiene Contacts Open Rate :

Improved from 3% to 32%.



Unengaged Contacts Open Rate :

Rose from 1% to 14%



Revenue Growth :

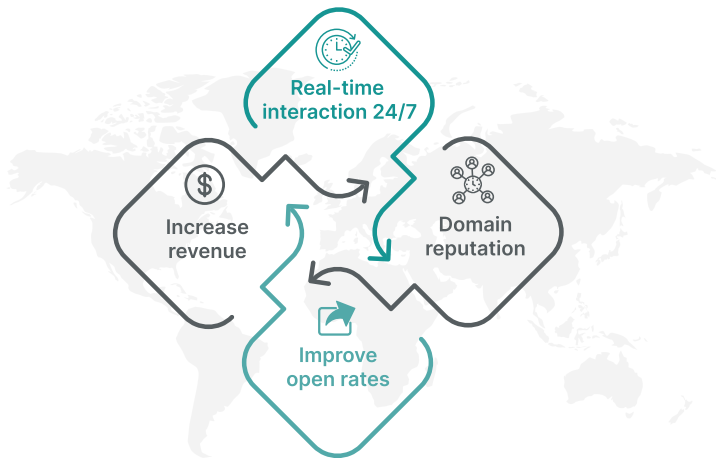
Email-driven revenue increased by 25%, driven by higher engagement and better inbox placement.



HIGH OPEN RATE

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.

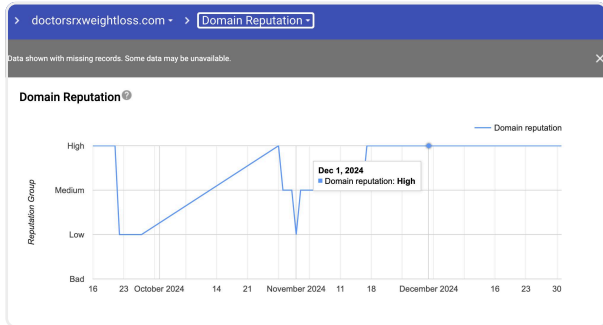
 **Contact us at:** support@highopenrate.com

 **WhatsApp us at:** +1 313 462 0002

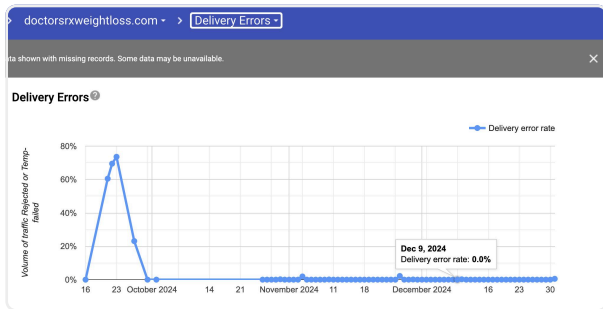


Leveraging HighOpenRate to Improve Google Postmaster Scores

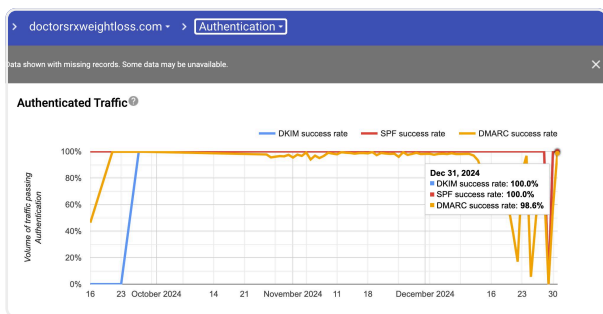
DoctorsRxWeightLoss.com Results



Domain Reputation



Delivery Errors



Authentication

Summary For The Warmup Emails

Inbox	136690 / 98.9%	Marked as Important	127829 / 92.5%
Spam	34 / 0.0%	Moved to Inbox	1572 / 1.1%
Replies	0 / 0.0%		

82.15% Opened 157025 unique opens / 191153 delivered mail(s)

92.76% Clicked emails rate 145652 / 157025 unique open(s)

98.86% Inbox emails rate 136690 / 157025 unique open(s)

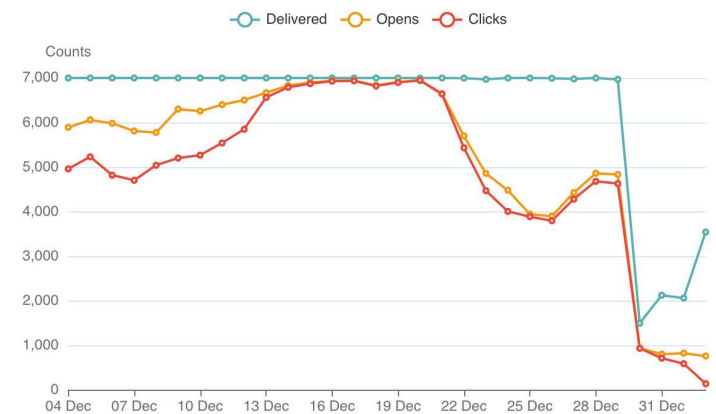
0.02% Spam emails rate 34 / 157025 unique open(s)

1.11% Tabs emails rate 1538 / 157025 unique open(s)

81.41% Marked Important emails rate 127829 / 157025 unique open(s)

Warmup Statistics

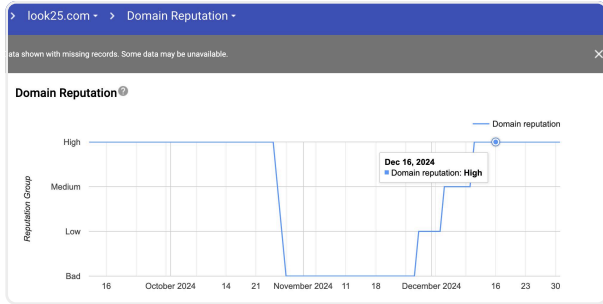
Warmup Statistics provides insights into the performance of your email campaigns by tracking key metrics. With detailed analytics, you can optimize your email warm-up strategy, improve deliverability.



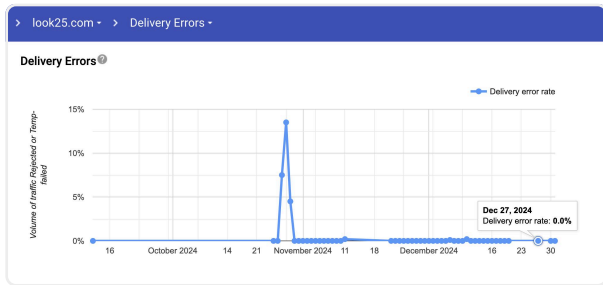


HIGH OPEN RATE

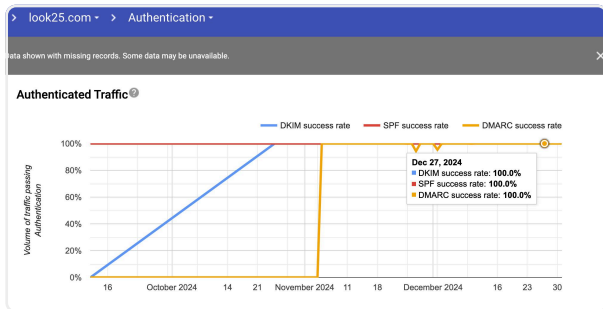
look25.com Results



Domain Reputation



Delivery Errors



Authentication

Summary For The Warmup Emails

Inbox	75261 / 98.8%	Marked as Important	69924 / 91.8%
Spam	0 / 0.0%	Reply	0 / 0.0%
Tab	923 / 1.2%	Moved to Inbox	923 / 1.2%

75.96% Opened 82653 unique opens / 108812 delivered mail(s)

97.15% Clicked emails rate 80298 / 82653 unique open(s)

98.79% Inbox emails rate 75261 / 82653 unique open(s)

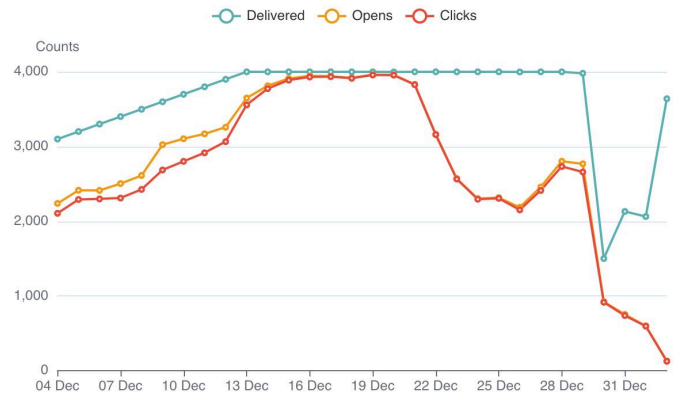
0.00% Spam emails rate 0 / 82653 unique open(s)

1.21% Tab emails rate 923 / 82653 unique open(s)

84.60% Marked Important emails rate 69924 / 82653 unique open(s)

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.



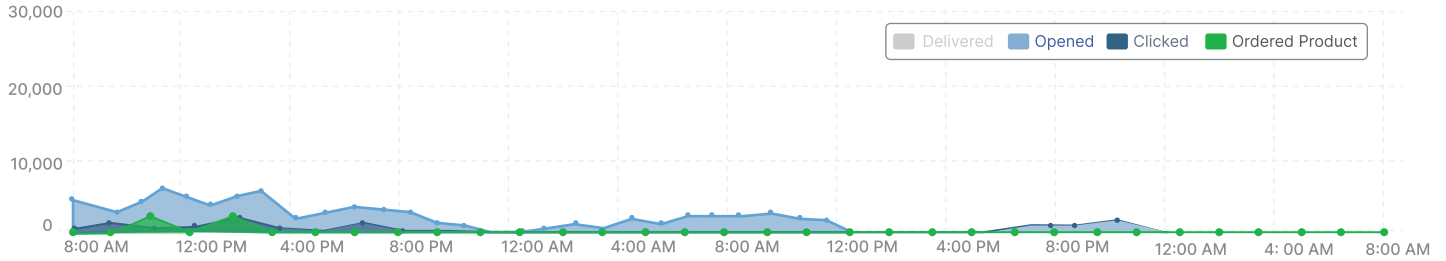


HIGH OPEN RATE

Klaviyo Campaigns Before

Campaigns > Weightloss Christmas Offers Discounts_Newsletter-Engaged Reports

Overview Recipient Activity Link Activity Conversions Advanced Reports Watch Live View Campaign



OPENED (who) *Open rates are only estimates
3% 900 recipients

CLICKED(who)
1% 30 recipients

ORDERED PRODUCT (who)
30 0.1% of recipients

ORDERED PRODUCT VALUE
\$7,500
 \$180 an average per occurrence

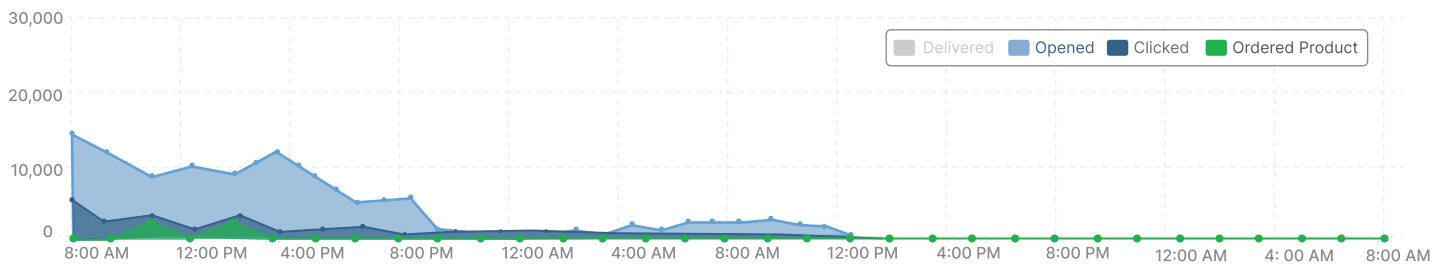
UNSUBSCRIBERS (who)
0.1% 30 recipients

SPAM COMPLAINTS (who)
1% 30 recipients

Klaviyo Campaigns After

Campaigns > Weightloss Christmas Offers Discounts_Newsletter-Engaged Reports

Overview Recipient Activity Link Activity Conversions Advanced Reports Watch Live View Campaign



OPENED (who) *Open rates are only estimates
32% 9,600 recipients

CLICKED(who)
5% 480 recipients

ORDERED PRODUCT (who)
150 0.5% of recipients

ORDERED PRODUCT VALUE
\$37,000
 \$220 an average per occurrence

UNSUBSCRIBERS (who)
0.1% 30 recipients

SPAM COMPLAINTS (who)
0% 0 recipients