Retention. Perfected.



TRAYAN HRISTOV

The Hourglass Playbook: Grow Your Revenue Through Email & SMS Marketing.

Scan me!

Trusted by 100+ DTC brands including perfectwhitetee, Sintra AI, and Carnivore Snax

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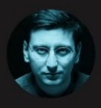
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Results That Speak

$100M incremental revenue generated for 7-9 figure stores

"I certainly appreciate the human aspect of the relationship, the empathy and desire to grow together. Furthermore, sharing human values is essential for us before any other type of relationship (work or friendship). I appreciate the speed of execution, the ideas and proposals, and the opportunity to discuss new strategies openly.
Open-mindedness is a critical factor in this business. I also appreciate the versatility and speed with which we went from emails to test SMS, with tangible results."



NICO NUZZZI
Founder & CEO
Eli Zeta Group

"To start to work with Trayan and Thrivelia was one of the best choices we have made so far. We could get impressive numbers on email marketing, and the growth was unbelievable. We are looking forward to work with the team to hit the new targets. They are loyal and reliable.
Communication is great, and they also provide us new ideas, which we are thankful for."



ALEX
CEO **Wilex Trading**

"Trayan and Nancy have been very nice and great to work with. They are receptive to my ideas and suggestions.
Trayan has done a good job working with us as we try to build the brand identity.

Trayan had a ton of suggestions for building our email list and adding value to our audience."



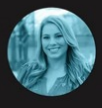
LOUIE PALHEGYI
COO **LUXA**

"Trayan and his team have been an absolute pleasure to work with. They are very talented when it comes to email design and technicals. Trayan and team use Figma, which creates the most interactive and efficient partner experience when working on emails. The performance and turnaround times are appreciated, plus their willingness to adapt to the ever-changing needs of my businesses makes them one of the best!"



MARK RITZ
Co-Founder **Carnivore Snax**
director of eCommerce
Real Mushrooms

"Our experience working with the Thrivelia team has been nothing short of transformative. From the start, Trayan asked the right questions, helping us define clear goals and strategies. Their expertise in segmentation and understanding the customer journey truly changed our approach to digital marketing. The backend planning they provided ensured that our content reached consumers at the perfect time with relevant and digestible messaging. We are incredibly grateful for the innovative ideas and solutions Thrivelia brought to the table, helping us grow our e-commerce presence significantly."



KIMBERLY
Head of Brand
BWH plant co

"Great communication. Very knowledgeable. Completed multiple deliverables ON TIME EVERY TIME, in alignment with estimates.

We've worked with a lot of different teams, and having good, clear communication and on-time delivery really stood out to us. Highly recommend. Great project that led to a positive ROI."



SEAN STONE
Perfomance Manager
Daily Remedy

"Trayan and his team at Thrivelia are one of the most dedicated agencies we've had the pleasure of working with. They're constantly split-testing all our flows, optimizing email subject lines and copy, and have week-on-week improved our overall email performance.
Trayan is also full of great ideas and strategies: his checkout popup flow became our highest-earning flow, his SMS campaigns generated a $3+ EPL, and his VIP club email strategy led us to our most successful birthday sales ever! Not to mention he's a great guy to work with! Highly recommended!"



HUNG NGO
Co-founder
VoomVaya

"Trayan was eager to learn about the brand and had good insight into the technical setup of Klaviyo and our wider CRM strategy."



CHARLOTTE JACKSON
Head of Digital Marketing **Daye**

Why Retention Is The New Acquisition



1. Most visitors aren't ready to buy

- Only ≈ 2% of first-time site traffic converts on the spot.
- 98% leave to compare brands, prices, or forget.

2. Trust takes multiple touches

The average shopper must see you several times before crossing the "trust threshold". Each extra ad impression raises the acquisition cost.

3. Ads are the pricey way to follow up

Typical Facebook ROAS: $1 in → $2 out (Insider Intelligence, 2024). Every reminder costs you again.

4. Email does the same job for pennies

Email/SMS return $36–$44 for every $1 spent (Data & Marketing Association, 2019-23) because follow-ups cost almost nothing once a lead is on your list.

5. Welcome flow = cheapest trust engine

A single automated welcome series nurtures, educates, and answers objections, turning abandoned clicks into profitable customers while your competitors pay for re-targeting ads.

TL;DR

Retention marketing warms traffic, crosses the trust threshold, and drives repeat revenue at a fraction of the cost of paid ads.

The Hourglass Method shows you how.

"Returning customers spend 67% more than new ones." Forbes Tech Council, July 2024.

List Hygiene

Lean & Clean

A leaner list is better than a bigger. Active + built-in preference page keeps cost down and opens up.

30-Day Ghost Cycle

New lead still silent after a month? Drop them into a 2-email Hail Mary, then hit only during big sales.

90-Day Purge Cycle

Zero opens+clicks last 90 days, received 20+ emails? Archive and protect your sender reputation.

Engagement Tiers

Hot (last 30d), Warm (60d), Cold (90d). Turn the frequency down from 3 to 1 a week as they cool off. Split leads from customers.

VIP Tagging

AOV ≥ 120%, or 4+ orders? Add the “VIP” badge and send first-look, full-price drops. Consider a lifetime benefit like free shipping.

Source/Product Tagging

Ads, funnels, PPC, quizes all keep their UTMs. Products are your highest-leverage data of future behaviour.

Self-Profiling (ZPD)

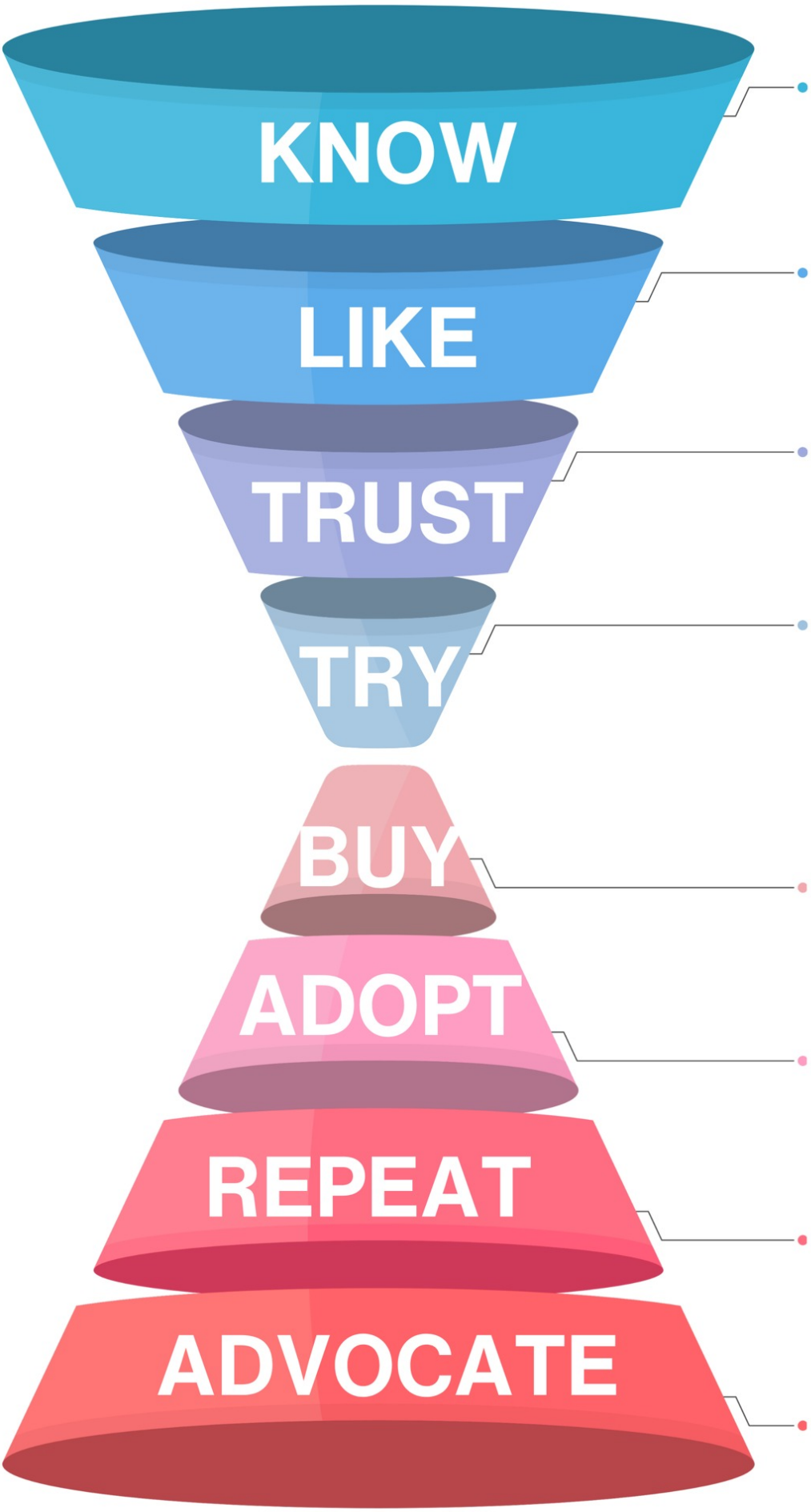
Add one quiz question (“What’s your biggest struggle?”). The answer fuels months of personalised emails and the increased CVR.

Espresso-Shot

Tiny, hyper-specific blasts (e.g., “opened/clicked last 3 days, no purchase last 14”) spike opens and revenue without hurting deliverability.

Advanced RFM

Score 1 to 3 every buyer on Recency, Frequency, Monetisation - whales, growers, recent, sleepers, loyals, at risk, lost.
(See YouTube tutorial for more guidance.)


KNOW
LIKE
TRUST
TRY
BUY
ADOPT
REPEAT
ADVOCATE

The Hourglass Playbook

GOAL	KEY PLAY
Make prospects aware and collect first-party data.	Test pop-ups and quizzes to hit 10 %+ form submit rate and tag every lead for future personalisation.
Build familiarity and early engagement.	Personalise the Welcome flow with zero-party data and mix text-only + designed emails for a 15%+ CVR.
Establish social proof so visitors believe the brand and product work.	Inject reviews, UGC, and guarantees into pre-purchase flows; aim for >5% click-through.
Push a front-end offer that speeds first purchase.	Split “lead” vs. “customer” paths, test hero-product bundles, and shorten CAC payback to < 2 weeks.
Onboard first-time buyers and drive a second order fast.	Fire a post-purchase series with cross-sell and replenishment triggers to lift 60-day repeat rate to 15-20%.
Deepen product usage and brand habit.	Send education drips, loyalty invites, and subscription nudges that raise average order frequency.
Increase purchase cadence and AOV among existing customers.	Use RFM segments plus milestone campaigns to generate 35–50% of repeat revenue.
Turn best customers into referral and review engines.	Launch VIP tiers, referral flows, and “thank-you” surprises to capture 2.5–5% referral CVR and steady WOM growth.

STAGE	GOAL	KEY PLAY
Know	Make prospects aware and collect first-party data.	Test pop-ups and quizzes to hit 10 %+ form submit rate and tag every lead for future personalisation.
Like	Build familiarity and early engagement.	Personalise the Welcome flow with zero-party data and mix text-only + designed emails for a 15%+ CVR.
Trust	Establish social proof so visitors believe the brand and product work.	Inject reviews, UGC, and guarantees into pre-purchase flows; aim for >5% click-through.
Try	Push a front-end offer that speeds first purchase.	Split “lead” vs. “customer” paths, test hero-product bundles, and shorten CAC payback to < 2 weeks.
Buy	Onboard first-time buyers and drive a second order fast.	Fire a post-purchase series with cross-sell and replenishment triggers to lift 60-day repeat rate to 15-20%.
Adopt	Deepen product usage and brand habit.	Send education drips, loyalty invites, and subscription nudges that raise average order frequency.
Repeat	Increase purchase cadence and AOV among existing customers.	Use RFM segments plus milestone campaigns to generate 35–50% of repeat revenue.
Advocate	Turn best customers into referral and review engines.	Launch VIP tiers, referral flows, and “thank-you” surprises to capture 2.5–5% referral CVR and steady WOM growth.

Basic Principals

- **Trigger With Intent:** Only send when customer behavior signals interest (visit, cart, purchase). Relevancy → opens → revenue**.**
- **Minutes, Not Hours:** A 30-minute retarget window can do wonders when the intent is high. Don't be afraid to send more than one email daily.
- **One Job per Email:** Each message pushes a single next step and focuses on one angle - no decision overload.
- **Segment by Value:** Split customers and first-timers, so every flow feels 1-to-1.
- **Iterate Relentlessly:** A/B test subject, creative, and send-time monthly; aim for ≥5 % lift per iteration.

Practical Tips

- **The Welcome Series** introduces the brand and delivers a signup promise. It turns fresh leads into first-time buyers, often driving 8–15 % of total email revenue.
- **Cart Abandonment** triggers after a shopper drops items in the cart and should rescue 10–15% of almost-lost orders within 48 hours.
- **Checkout Abandon** fires when checkout is started but payment isn't completed, recovers the highest-intent baskets, reclaiming 15–25% of checkout losses.
- **Browse Abandon** targets visitors who viewed a product page but didn't add to cart – nudges curious browsers back, lifting product-page conversion by 5–8%**.**
- **Site Abandonment** re-engages visitors who bounced anywhere on the site, pushing window shoppers deeper into the funnel and onto your list.
- **Post-Purchase Nurture** covers education, collects reviews, cross-sells after the first order, and boosts the 30-day repeat-purchase by 15–20%.
- **Win-Back** reaches out 90–180 days after the last order and revives 3–5 % of dormant customers with fresh offers or new arrivals.
- **Sunset / Re-engage** is the final plain-text opt-in for users who have been inactive for 6 months or more. It salvages engaged users and prunes the rest to protect deliverability and cut send costs.

Full Margin Campaigns
10 Zero-Discount Ideas

Basic Principals

- **Value Before Offer:** Lead with story, education, or exclusivity; earn attention before asking for the sale.
- **One Theme, One CTA:** Single focus per send keeps clicks high and decisions easy.
- **Rotate Angles:** Mix logic (benefit), emotion (story), and proof (UGC) to avoid list fatigue.
- **Segment by Intent:** Warm buyers get launches, leads get education, VIPs get first-look access.
- **Calendar, Don't Guess:** Plot four weeks ahead—hit 3-4 campaigns a week without scrambling.

Practical Tips

- **One Benefit:** Spotlight a single outcome ("Sleep eight hours straight") and link to the hero SKU.
- **How It's Made:** Factory or ingredient walkthrough; builds quality trust and price acceptance.
- **How to Use:** GIF or reel demo; positions brand as expert, boosts repeat AOV.
- **Back in Stock:** Scarcity meets demand—full-margin "act now" without discounts.
- **Trending Now:** Forecast next-season hype; establishes your brand as the voice of what's coming.
- **Testimonials:** Carousel of UGC quotes or stars; social proof sells when coupons aren't allowed.
- **Us vs Them:** Side-by-side grid shows why you win; converts comparison shoppers.
- **Myths vs Facts:** Bust common objections with data points; educates while nudging purchase.
- **Note from the Founder:** Plain-text story; reply rate spikes, inbox placement loves it.
- **Sneak Peek:** First-look at an upcoming drop; drives VIP excitement and wait-list sign-ups.

Deliverability

SPF and DKIM Pass
Publish aligned SPF and DKIM records for your sending domain. No pass, no inbox.

DMARC and BIMI Trust Layer
Set a DMARC policy of quarantine or reject and add a BIMI logo so mailbox providers see a verified brand, not a spoof.

Branded From and Tracking Domains
Send from a custom domain and use a branded click tracking domain that matches your URL. Phishing flags disappear.

Dedicated or Segmented IP Address
Warm a fresh IP gradually. Start with two thousand engaged contacts, then add five thousand each day until full volume..

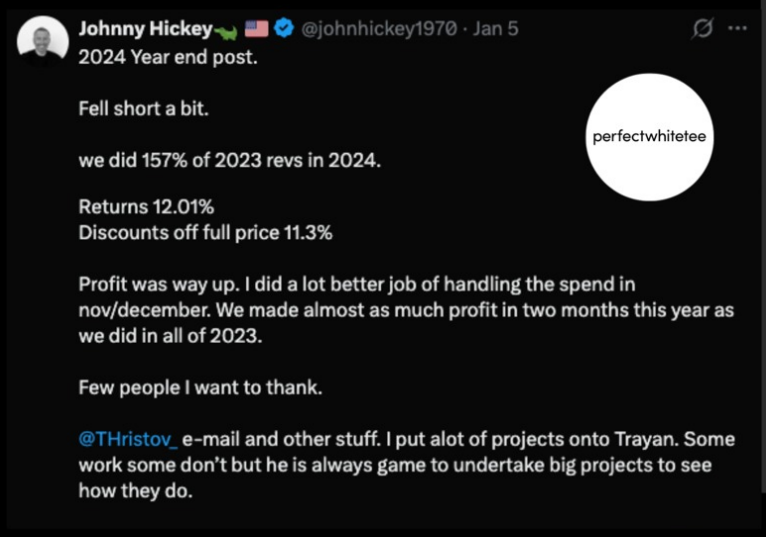
Quick DNS with Cloudflare
Host DNS on Cloudflare so new TXT and CNAME records propagate in minutes and all edits sit behind two-factor security.

Automated List Cleaning
Suppress hard bounces instantly and archive any address with zero opens and zero clicks after ninety days.

Engagement Ramp Sequence
Begin sends to Hot thirty-day openers only, add Warm sixty-day readers next, invite Cold ninety-day names only for value content.

Inbox Health Guardrails
Spam <0.01%, unsub <0.3%, opens 40%+, clicks >1.5%, bounce <1%. Pause and fix if numbers slip or expand segments when you exceed.

7-Week Growth Challenge
Double Your Email & SMS Revenue



What you get:

- 100s Ready-To-Use Templates
- 100+ Page Guides
- Custom Support
- Checklists
- High-Converting Frameworks



I'll show you exactly how to double your email revenue in 16 weeks. Scan below!

Scan me!

You can add 30%, 50%, or 100% more revenue to your store without spending an extra cent on ads...

This booklet contains the retention playbooks Thrivelia used to turn 100+ direct-to-consumer brands into profit engines that have already banked more than $100 million in owned-channel sales. Want to know the real difference between shops that plateau after the first purchase and those that scale past eight figures?

Hint: it isn't their ads. It's their retention.

I wrote this booklet to solve your RETENTION problem.

Today, brands powered by Thrivelia's Hourglass Retention Framework generate predictable seven-figure revenue every month across email, SMS, push and direct mail. Once you see these plays, you can't un-see them. They work even if you hit send at midnight.

Inside you'll discover...

✓ The Hourglass framework that turns one-time buyers into lifelong brand evangelists
✓ The 7 lifecycle automations responsible for up to 72% more repeat purchases in 90 days
✓ The deliverability-lift formula that boosts inbox placement by 256% in under 30 days
✓ Our 4-step creative system that triples click-through rates in a single month
✓ The revenue-stacking campaign cadence that unlocked 396% more email revenue in 30 days
✓ How to push average order value 40% higher with zero-party data segmentation
✓ ...and every other play that helped our clients smash the $10M-$100M+ barriers fast

And the best part... You can deploy these plays within a week of reading this booklet. You just need to know where to look and the first place is inside.



Thrivelia is Europe's leading retention-marketing partner for high-growth DTC brands. With 100+ clients, the Klaviyo-Platinum agency turns email, SMS, push, direct mail, WhatsApp, and loyalty programs into channels that outperform even your best acquisition campaigns while **cutting CAC in half**.

Founded in 2021 by retention strategist **Trayan Hristov, MSc**, Thrivelia has already tracked **$100 million+** in client revenue. It routinely delivers lifts of 84% higher repeat-purchase rate, **256% better deliverability, 360% higher click-throughs, and 396% revenue growth in 30 days.**

His mission: unlock scientifically predictable profit for every DTC brand and help build businesses and lives rich in memories. In just three years, he's scaled Thrivelia into a seven-figure agency with a fully remote, global team.

Thrivelia

2025
www.thrivelia.com