

10x ROI in Six Weeks: Scaling BakeryBits' Revenue Through Strategic Klaviyo Automation



How the objectsource Growth Practice used behavioural segmentation and premium storytelling to transform email flows into a high-performance revenue engine.



BACKGROUND

BakeryBits is a premium baking supplies retailer serving both passionate home bakers and professional chefs. With a catalogue full of specialist equipment and high-end ingredients, their customers expect more than just a transaction, they crave a truly expert, inspiring brand experience.

When BakeryBits partnered with us, their Klaviyo flows already played a valuable role in their email revenue stream. But there was potential to raise the bar: more personalised journeys, richer product storytelling, and smarter segmentation to better serve both B2B and D2C customers.

THE CHALLENGE

Flows accounted for 33% of Klaviyo-attributed revenue, a solid foundation, but there was room for growth. Engagement metrics had plateaued, and key categories such as the high-end and “hire” products weren’t getting the attention they deserved.

Our goal was to:

- Re-energise engagement and sales through smarter, behaviour-led automation.
- Showcase premium products in a way that matched their quality.
- Drive incremental revenue from flows through better targeting and creative messaging.

OUR APPROACH

1. Smarter segmentation and behaviour-based messaging

We rebuilt flow content and logic around browsing behavior and customer type. Customers viewing premium or hire-only products received tailored content designed to educate and inspire, elevating these categories and increasing engagement.

2. A reimagined the Welcome experience

We split the **Welcome flow** into B2B and D2C journeys, prompting new subscribers to share more about their needs. This gave us data to create bespoke experiences that felt personal from the very first touchpoint, and it’s already driving stronger engagement and higher order rates.

3. Refreshing key automations

We optimised the **Abandon Checkout** and **Browse Abandon** flows with sharper creative, cleaner CTAs, and more responsive timing. Each message now feels like a genuine nudge from a knowledgeable partner, not just a sales prompt.



Achieve the ROI your brand deserves. Partner with objectsource to scale your revenue.

Results and Impact



THE RESULTS

Email flow performance rose across every key metric:

Flow Type	Metric	Last Year	Now	Improvement
Abandon Checkout	Open Rate	54%	59%	+5pt
	Placed Order Rate	5%	7%	+2pt
Browse Abandon	Open Rate	62%	68%	+6pt
	Placed Order Rate	2.58%	3.6%	+1pt
Welcome Flow	Click Rate	25%	27%	+2pt
	Placed Order Rate	13%	14%	+1pt

FROM **33% TO 46%** REVENUE ATTRIBUTION BEYOND INDIVIDUAL FLOW IMPROVEMENTS, WE INCREASED TOTAL KLAVIYO-ATTRIBUTED REVENUE BY 13 PERCENTAGE POINTS IN SIX WEEKS, DELIVERING A **10X** ROI FOR THE BRAND.

Beyond individual flows, total attributed revenue from automations **jumped from 33% to 46%** of total Klaviyo revenue, marking a major leap in efficiency and ROI. BakeryBits have made **10x their investment** with objectsource in the first six weeks of our engagement.

THE IMPACT

Through strategic timing, refined segmentation, and creative storytelling, BakeryBits' automated communications now feel every bit as crafted as the products they sell. Engagement is up, conversion is up, and customers are finding the right products faster, whether they're a micro-bakery or an avid home bread-maker.

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