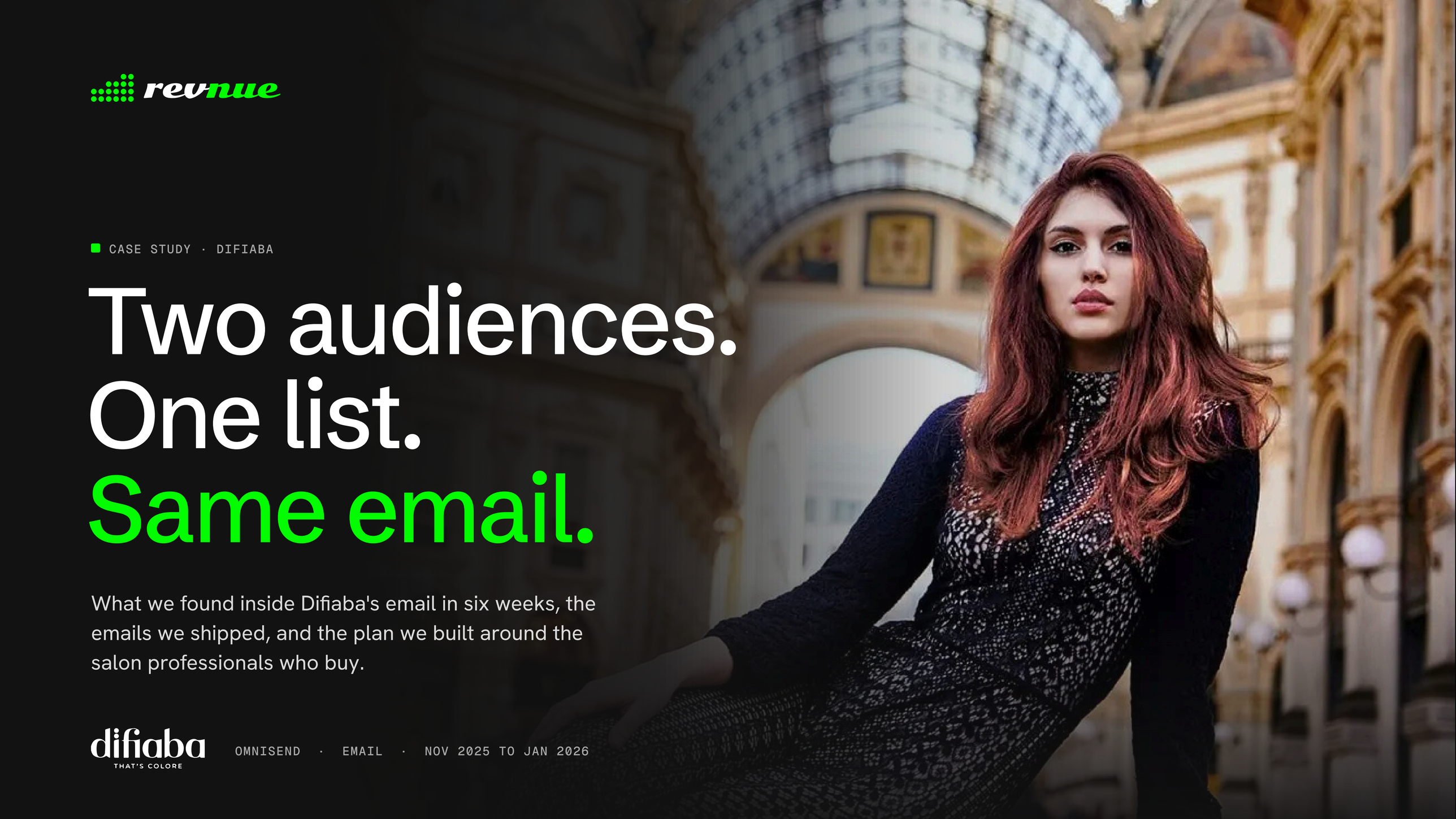
revnue

CASE STUDY · DIFIABA

Two audiences. One list. Same email.

What we found inside Difiaba's email in six weeks, the emails we shipped, and the plan we built around the salon professionals who buy.



difiaba
THAT'S COLORE

OMNISEND · EMAIL · NOV 2025 TO JAN 2026

THE SHORT VERSION

Six weeks. Four numbers.

Difiaba hired Revnue in November 2025 to run their email. Before we planned a single campaign, we went through the account. This is what we found.

14%

average open rate on Difiaba campaigns when we started.

0.15%

average click rate. About one click for every 670 emails sent.

2

audiences, salon pros and everyday shoppers, on one list getting the same emails.

6

fixes in the plan we handed over, from tracking to list cleanup.

SOURCE: OMNISEND CAMPAIGN REPORTS AT THE START, NOV 2025 · REVNUE EMAIL AUDIT FOR DIFIABA, DEC 2025



THE BRAND

Professional hair color, made in Italy, sold to the stylists who use it.

Difiaba makes color, lighteners, toners and care for salons, with the Charcolite blonde system as the hero line. Most of their marketing speaks to professionals, and in late 2025 they opened a separate pro website to sell to them directly.

STORES	PLATFORM	BUYER
difiaba.com + pro.difiaba.com	Omnisend	US salon pros

SOURCE: DIFIABA.COM, PRO.DIFIABA.COM, OCT 2026

WHERE WE STARTED

A great product. An email setup pulling in two directions.

01

Two audiences, one list

Salon pros and everyday shoppers got the same campaigns. Only distributors were split out.

02

Two websites, pulling both ways

Social links sent pros to the old site. Emails sent them to the new pro site.

03

Tracking on the wrong store

Omnisend was connected to the old store while every email linked to the new one. Revenue in the reports could not be trusted.

04

Pop-ups that did not build the list

The consumer pop-up converted poorly. The pro pop-up was not connected or tagged in Omnisend.

BEFORE · NOV 2025

14%

average open rate on campaigns. Clicks sat at 0.15%.

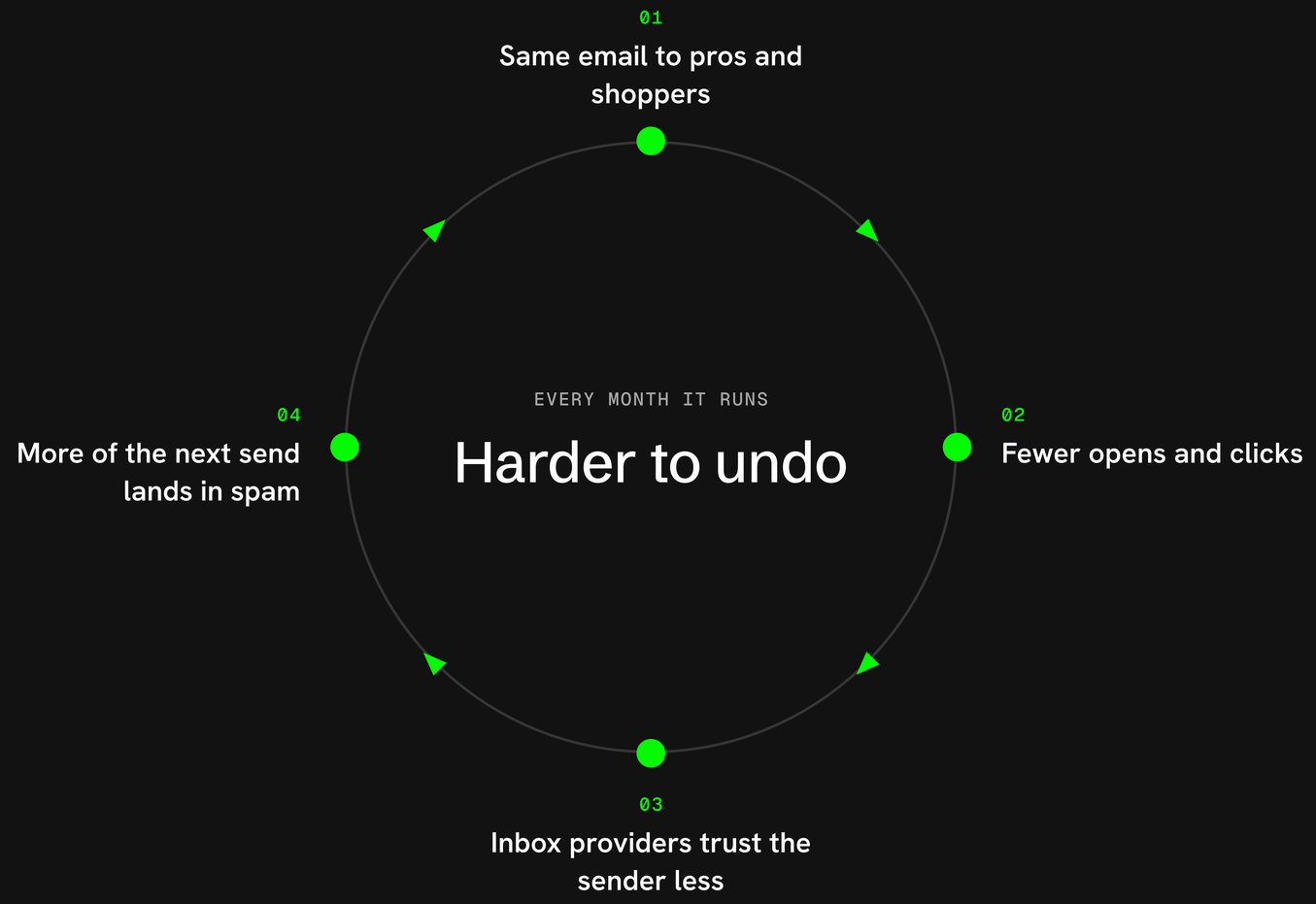
SOURCE: REVNUE EMAIL STRATEGY AUDIT FOR DIFIABA, DEC 2025

WHY IT MATTERS

Every email that misses makes the next one land worse.

Inbox providers watch how people react. When stylists get shopper promos and shoppers get technical toner emails, both groups tune out. Fewer opens tell Gmail and Outlook the sender matters less, so more of the next send goes to spam.

And with Omnisend tracking the wrong store, none of this showed up in the revenue numbers.



SOURCE: REVNUE EMAIL STRATEGY AUDIT FOR DIFIABA, DEC 2025

THE PLAN

Six fixes. All pointing at the stylist.

01

Send all pro traffic to the pro site

Social links and every email button point to pro.difiaba.com.

02

Connect Omnisend to the pro store

So sales from email are tracked on the store that actually sells.

03

Two pop-ups, one per audience

A pro form that really lands in Omnisend, and a shopper form that converts.

04

Split the list

Find the pros through purchase history, pro site visits, clicks, pop-up data and tags.

05

Teach more, discount less

Pro campaigns built on education and technique, not generic promos.

06

Send to engaged people only

No more full-list sends. Inactive contacts removed in batches to rebuild reputation.

FOR SHOPPERS

Nobody gets dropped. Pro emails carry one line: "Not a professional? Visit our consumer store here."

SOURCE: REVNUE EMAIL STRATEGY AUDIT FOR DIFIABA, DEC 2025

THE RECOMMENDED SETUP

One funnel instead of two.

BEFORE

Social posts
Instagram, TikTok

→ **difiaba.com**
Old site, pros and shoppers mixed

Emails
Sent from Omnisend on the old store

→ **pro.difiaba.com**
New pro site, where pros buy

TRACKING LOST

Sales on the pro site never tied back to the email that drove them. Pros landed on two different stores depending on where they clicked.

AFTER

Social posts
Bio link to the pro site

Emails
Sent from Omnisend on the pro store

→ **pro.difiaba.com**
One place for pros to buy. Every email sale tracked.

Shoppers

→ **difiaba.com**

"Not a professional?" line

TRACKED

One store per audience, one Omnisend account per store.

SOURCE: REVNUE EMAIL STRATEGY AUDIT FOR DIFIABA, DEC 2025. THE RIGHT PANEL IS THE SETUP WE RECOMMENDED.

What we shipped, in the order we shipped it.

NOV — DEC — JAN

THE TEST

NOV 14	Free Charcolite toner email, built as a test. It got us hired.

SHIP THE HOLIDAYS

NOV 30	Cyber Week last call, 15% off plus a free Hue&Me
DEC 15	Three pro bundles and the first Difiaba gift cards
DEC 22	Holiday note to stylists
DEC 26	Pro site launch, $20 off $85+ with one code
DEC 29	Launch reminder, final hours

FIX THE FOUNDATION

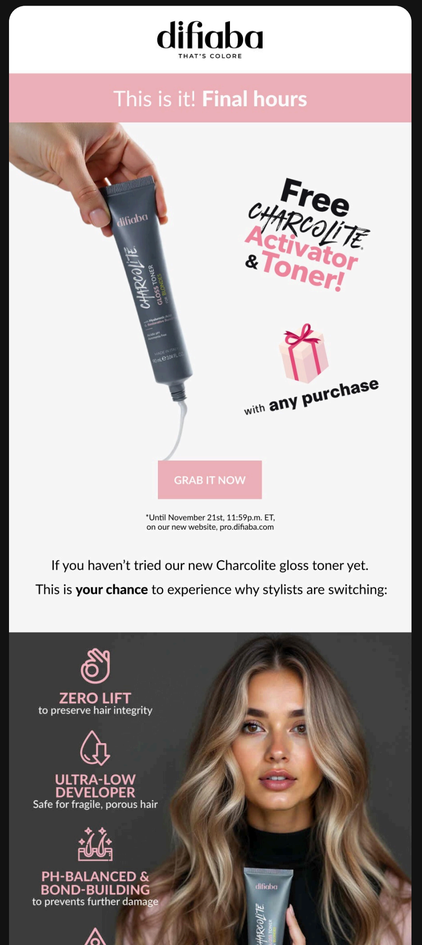
DEC 9	Email audit, six fixes for the account
DEC 20	January plan, eight campaigns to engaged subscribers
JAN 12	Audit and plan sent to the founder

SOURCE: OMNISEND SEND PREVIEWS, ASANA TASKS AND EMAIL THREADS, NOV 2025 TO JAN 2026

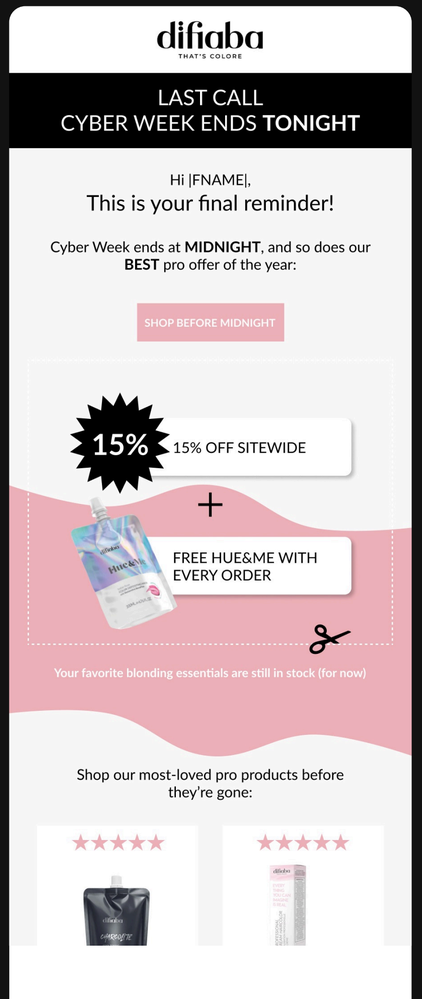
Built for stylists, not shoppers.

Every email speaks to the person behind the chair: what to stock, what to try on clients, what is ending soon.

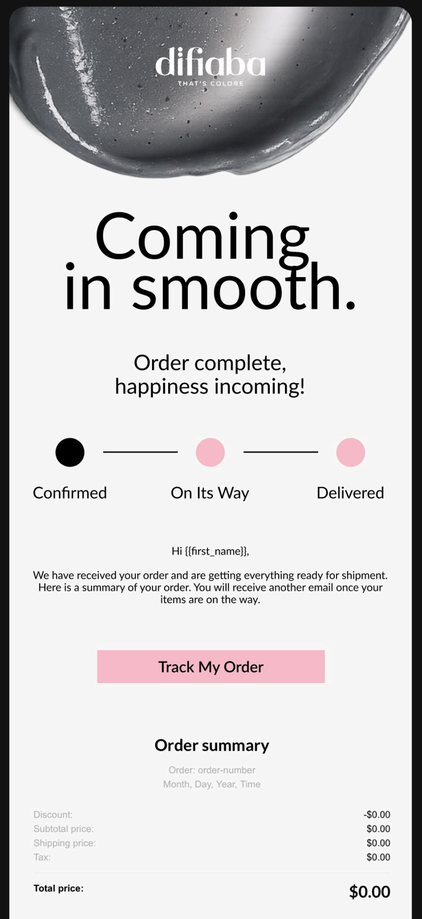
TEST EMAIL · NOV 14



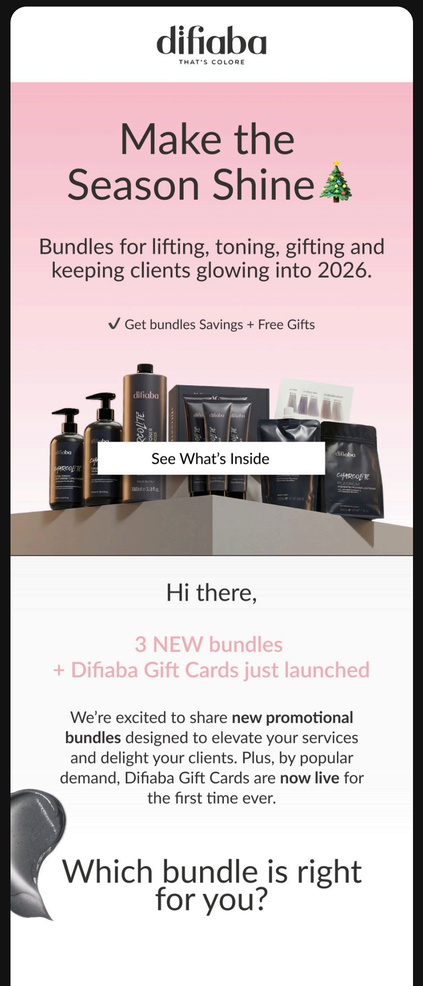
CYBER WEEK · NOV 30



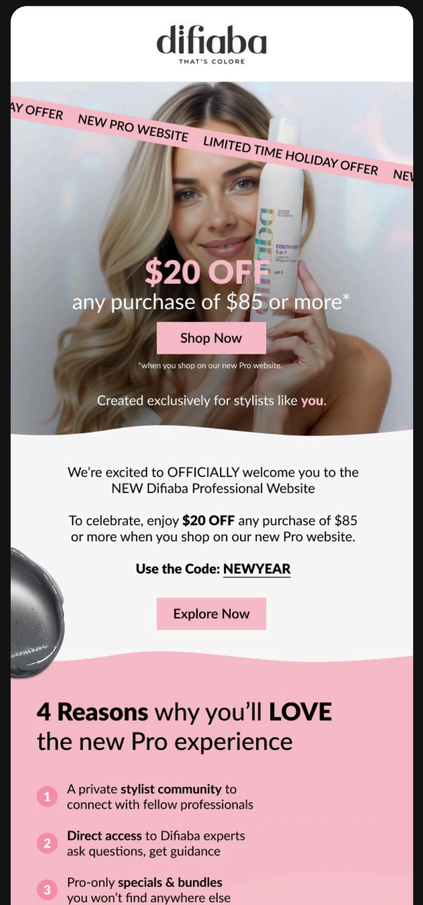
ORDER CONFIRMATION



BUNDLES · DEC 15



PRO SITE LAUNCH · DEC 26

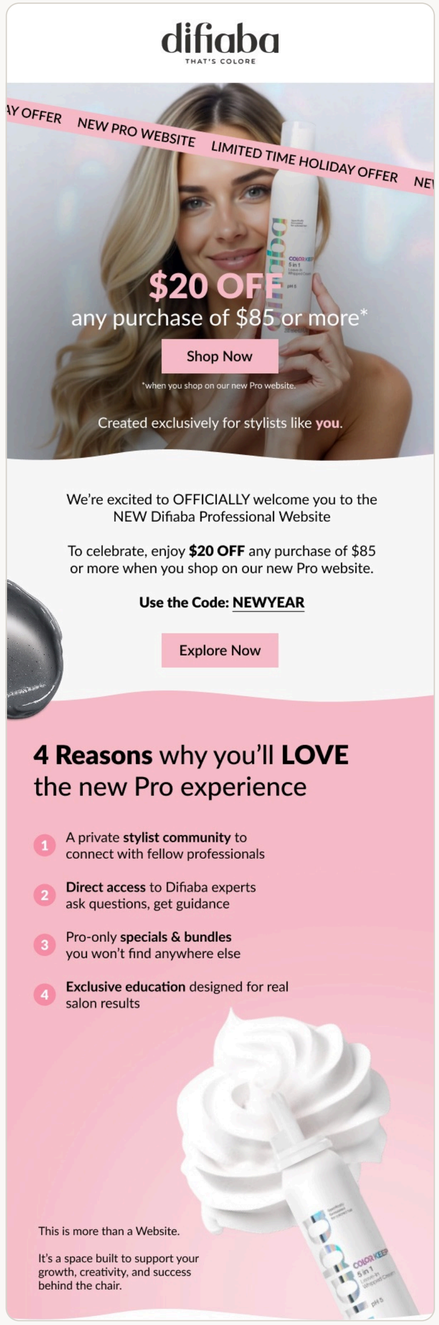


EMAIL SPOTLIGHT · PRO SITE LAUNCH

Launching the pro site to the people it was built for.

In December Difiaba opened pro.difiaba.com, a store only for salon professionals. The launch email had one job: get stylists to place their first order there.

DEC 26	Launch email, $20 off $85+ with the code NEWYEAR
DEC 29	Reminder: "Don't forget your $20 off ending soon"



One offer, one code

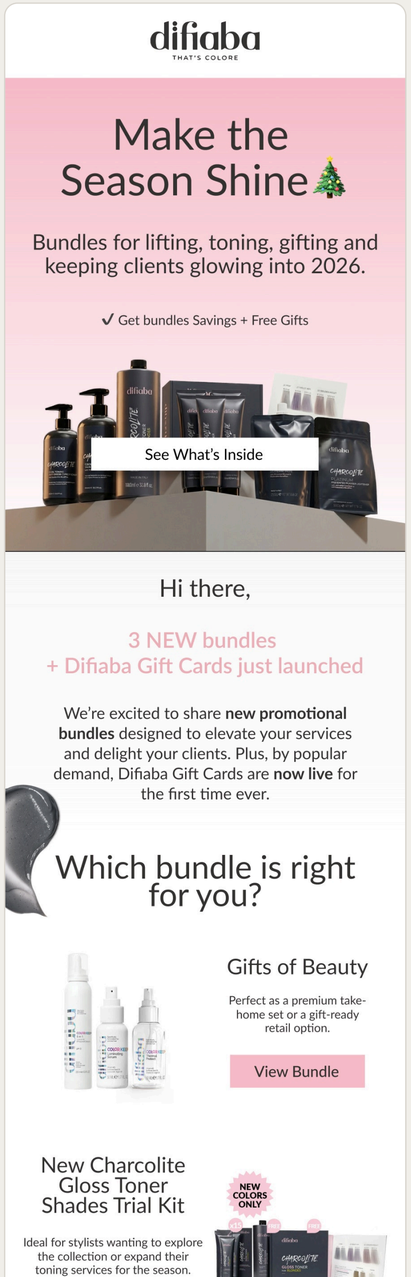
$20 off orders over $85 with NEWYEAR. Easy to remember, easy to track.

Every button goes to the pro site

The first fix from the audit, applied from the first send.

Reasons to switch beyond the discount

A stylist community, direct access to Difiaba experts, pro-only bundles and education.



A holiday headline for the salon

Lifting, toning, gifting, and keeping clients glowing into 2026.

The news in the first lines

Three new bundles and gift cards, live for the first time ever.

Each bundle tied to a salon moment

So a stylist knows which one fits before clicking.

EMAIL SPOTLIGHT · HOLIDAY BUNDLES

Three bundles and the first gift cards, in one email.

Sent December 15. Instead of a generic holiday sale, every bundle came with the salon moment it is made for, in the email's own words:

Gifts of Beauty

"Perfect as a premium take-home set or a gift-ready retail option."

New Charcolite Gloss Toner Shades Trial Kit

"Ideal for stylists wanting to explore the collection or expand their toning services for the season."

Large Charcolite System Intro Kit

"Ideal for peak-season lift services, new stylist onboarding, or expanding your salon's blonding offerings."

EMAIL DESIGNED AND BUILT BY REVNUE, DEC 2025

THE PLAN WE HANDED OVER

January: eight emails, not one discount code.

JAN 1 — SEASONAL

New Year. New Signature Shade.

JAN 5 — PROMOTIONAL

She Switched from [Big Brand] and Won't Go Back

JAN 8 — EDUCATIONAL

The Toner Flowchart Every Colorist Needs

JAN 12 — PRODUCT

The Secret Sauce Behind That Signature Shine

JAN 15 — PRODUCT

Inside the Chair: 3 Stylists Spill Their Go-To Combos

JAN 19 — EDUCATIONAL

Lightener Wars: Why We Built a Better One

JAN 23 — EDUCATIONAL

How to Make Clients Say 'It Still Looks Fresh!'

JAN 30 — PROMOTIONAL

January's Hot List (Did You Try These Yet?)

8

campaigns, one or two a week

5

teach: technique, product science, real stylist combos

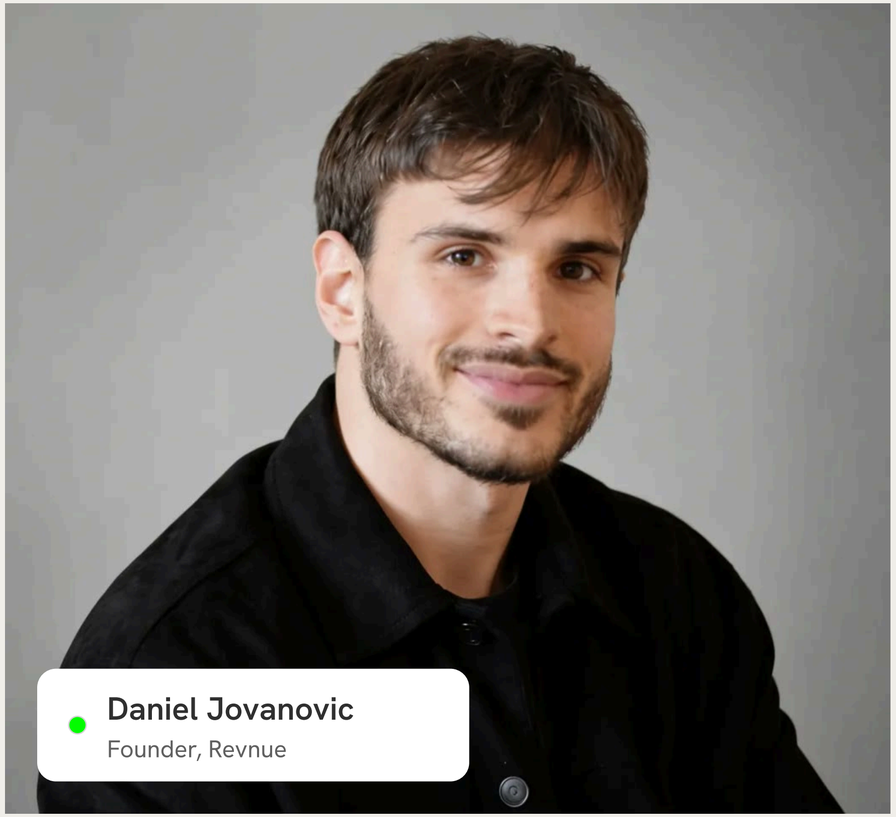
2

A/B tests, subject lines and layout

0

discount codes

SOURCE: DIFIABA EMAIL CONTENT CALENDAR, JANUARY 2026, BUILT BY REVNUE ON DEC 20, 2025. EVERY SEND TO THE ENGAGED 60 TO 90 DAY SEGMENT.



$10M+
generated for clients

50+
e-commerce brands

US + EU
markets we work in

WHO WE ARE

The team behind the work.

Most brands we talk to have paid someone for email before. They got template campaigns, flows that were set up once and never touched again, and no clear answer to what email actually made.

Revnue is built the other way around. We run email and SMS for a small number of e-commerce brands in the US and Europe, and we treat every account like our own business is on the line.

01
Small on purpose
We take on a few brands at a time, so every account gets our full attention.

02
No junior handoffs
The people who plan your emails are the people who build them.

03
Revenue is the number
We judge the work by what email and SMS bring in, not by vanity metrics.

revnue

WORK WITH REVNUE

Want this for your brand?

We run email and SMS for e-commerce brands doing $1M to $5M a year. Flows, campaigns, SMS and retention, handled by a senior team with no junior handoffs.

Book a free account teardown

We go through your email account live and show you 3 to 4 gaps and what each one is worth.

REVNUEDIGITAL.COM

