

Overview

Solo-Managed Email System that Generated **\$350K+ in Attributed Revenue**

CoolWallet's email marketing operated on Mailchimp, primarily through weekly newsletters. However, the system lacked structured maintenance and optimization, with existing automation workflows underutilized and limited audience segmentation and campaign diversity.

From 2020–2025, I independently managed and continuously optimized the email system, gradually establishing automation workflows, audience segmentation, and tracking mechanisms.

This transformed email from a campaign-based channel into a sustainable marketing system that drove revenue.

Email Marketing

Marketing Operations

Challenge



The user journey spanned four key stages, yet email only covered one — **leaving three critical gaps where engagement and conversion opportunities were continually lost.**

— CASE 03 - Solo-Managed Email System that Generated \$350K+ in Attributed Revenue

Approach

Prioritized high-impact system issues first

— fixing critical automation gaps before progressively expanding segmentation, content, and operational capabilities into a sustainable email marketing system.

System Audit & Workflow Recovery

ACT 01

Restored a failed Welcome Automation within two hours by resolving the critical system issue and recovering the existing automation workflow.

~2H

Repair Time

Starting point for long-term revenue impact

System Scaling

ACT 02

Advanced Audience Segmentation

Segmented customers, subscribers, and affiliates to establish differentiated communication logic.

Multilingual Content Production

Independently managed copywriting, design, and localization across English, Chinese, and Japanese, from content creation through campaign delivery.

Content System Expansion

Built a modular template library to support promotions, product updates, and other content needs.

Internal Operations Guide

Standardized internal documentation to reduce learning costs and improve email operational stability.

Impact

Long-term Impact of Optimization

Rebuilt the email marketing system, generating \$350K+ in attributed revenue.

Transformed Email from a one-off campaign channel into a sustainable, revenue-driving marketing system through workflow restructuring, audience segmentation, and content optimization.

\$350K+

Email Campaign Rev.

2020–2025 | Employment Period

System Extension Results

\$1M+

Welcome Letter Attributed Revenue

Sustained attributed revenue growth after restoring the failed workflow.

24%

Average Open Rate

Maintained stable email engagement through audience segmentation and content optimization.

Email Marketing

Evolved from a newsletter-based model into a broader email marketing system spanning automation, audience segmentation, product updates, and campaigns.

CoolQuarter Highlights

Dear Affiliate Partners,

Even with crypto challenges in 2023, we're sticking by your side. This newsletter will fill you in on what's new and what's coming up. Trust that our products and plans will bring more value to your work. Thanks for your trust—let's keep moving forward together!

UPCOMING EVENT



As the blockchain and crypto market boom, CoolWallet is stepping up the game with our high-security **'Cold Wallet'**. We're launching a Asset Protection Showdown, and we want you and your crypto buddies to join the ride! The top 7 global scorers not only can win **USDT prizes**, but the top 3 will get one **customize wallet**. Be part of the action and let's secure those assets!

Event Period 22 Sep, 2023 0:00 ~ 2 Oct, 2023 23:59 (GMT+8)

Event Procedures

Join the CoolWallet Affiliate Program and start sharing your link across social media, fan pages, or other channels. Each CoolWallet purchase made through your link—no returns allowed—counts as valid points. Score more points for each order and climb the ranks!

Event Rewards

- 1. Top 7 winners share a prize pool worth at least **\$10,000!**
- 2. Top 3 also get customize wallet.

*Note: During this event, the original commissions for the top 7 winners won't apply, as they'll receive event rewards.

[Dive into the event details!](#)

The best staking cold wallet

Customize Your Gas Fee

We're fully embracing open-source to bring unprecedented transparency and potential to the entire crypto ecosystem.

Key Highlights

- **SDK Code:** Easily integrate with software wallets and applications.
- **SE Chip Code:** Open for community review and verification.

Our Commitment to *Developers, Projects, and Users*

- | | | |
|---------------------------------|--|---|
| 1. Completely transparent code. | 2. Freedom to develop custom applications. | 3. Secure and reliable transaction signing. |
|---------------------------------|--|---|

Why Should You Care?

For the *Code Wizards*

Unleash your creativity. No more roadblocks. Build the next big thing in crypto, your way.

For the *Hot Wallet Gurus*

Level up your game. Offer your users the Fort Knox of crypto security, without the hassle.

For the *Blockchain Visionaries*

Finally, hardware you can trust. Get your project the rock-solid support it deserves.

For the *Crypto Enthusiast*

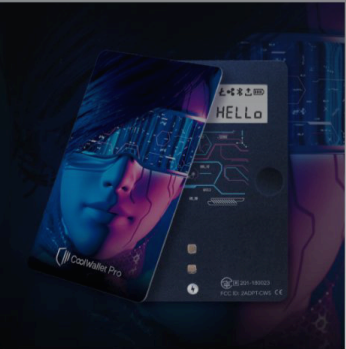
Sleep easy. Your digital assets are now an open book (but only to you, of course).

揭幕非凡之作： 限量版藝術家聯名 CoolWallet

我們很榮幸與國際知名藝術家 **Neontenic**, **Senbenito** 和 **Sergi Tugas** 共同策劃，為您帶來獨家設計系列！以別具風格的方式探索 Web3。

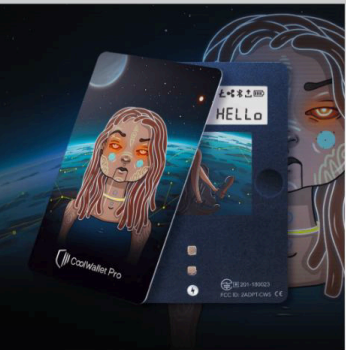
當創意與安全相會時，驚人的協同效應產生。
在保衛數位資產的同時也展現您的藝術品味，讓您安全無憂。

關於藝術家



Neontenic

Neontenic – 來自義大利的合成音樂藝術家，以復古未來主義風格聞名，將設計之合成音樂轉化為視覺圖像，邀請參與者一同踏上視覺、聽覺雙重享受的旅程。



Sergi Tugas

Sergi – 來自西班牙的超現實主義藝術家。以他的概念風格而聞名，他的作品捕捉到了原始情感，帶領我們展開一段冥想之旅，探索夢想、恐懼、社會和人性。

Senbenito

Senbenito – 來自巴西的數字藝術家，以其獨特的風格和對Web3的熱愛而聞名。他的作品充滿了未來感和科技感，完美契合了CoolWallet的核心理念。

CoolWallet

高達 **5 折以上**
尊榮 **VVIP** 搶先享優惠

折扣碼

PRO-VVIP

S-VVIP

(兩個折扣碼可以同時使用於同筆訂單)



雙11輕鬆購，搶先開啟您的特權

尊貴 **VVIP** 專屬

提前享受 CoolWallet Pro / S 雙11特惠！

不必與人爭搶，享有超長 11 小時的尊榮購物時間，輕鬆愉快地將 CoolWallet 帶回家。

優惠詳情

- **CoolWallet Pro** 系列 / **\$69.9** (每人限購 3 張)
- **CoolWallet S** / **\$49**
- 尊榮先行時間：11月7日 12:59-23:59 (UTC+8)
- 兩個折扣碼可以同時使用於同筆訂單

50%

Avg. Open Rate

ZH & JP Quarterly Newsletters

TYPE

CAMPAIGN / EVENT

QUARTERLY HIGHLIGHT

AVERAGE OPEN RATE BY LANGUAGE & CAMPAIGN TYPE

EN

ZH

JP

23%

45%

33%

27%

50%

50%

