

New customers keep getting more expensive. We make them *more valuable*.

We run retention for DTC brands: **email, SMS, WhatsApp and direct mail**, from the first signup through every repeat order. We don't touch paid ads or store builds, so our work makes your side cheaper instead of competing with it.

€30M+

revenue from the retention programs we've run for our clients

>5x

first-year return on our fee at 7-figure brands, counting added revenue only

>€16k

added revenue per month in year one at 7-figure brands

REFERRAL PROGRAM

You get a share of what every client you send us pays us, for 12 months. The share rises with each referral from your agency.

10%

referrals 1 to 3

15%

referrals 4 to 6

20%

from the 7th

- Share of our net fee for that client, for up to 12 months.
- A referral counts from the client's first paid invoice.
- First payout after month three, covering all three months. Then quarterly.
- It works both ways: we don't do paid or store work, so those requests go to our partners.

FOR PAID ACQUISITION AGENCIES

Same scoreboard	We judge our work on contribution margin, CLV against CAC and payback, the numbers you defend in front of the founder.
More cash for media	Revenue from existing customers funds next month's ad budget.
A higher CAC ceiling	When a customer is worth more after the first order, the brand can pay more to win one and still break even. That gives you room to scale spend.
More from paid traffic	Signup capture, browse and cart recovery and a strong welcome series turn the clicks you pay for into subscribers and second orders.
Customer insights for creative	Post-purchase surveys and onboarding flows ask buyers why they bought and why they came back. You get the answers as angles for your ads, instead of digging through reviews.
Cleaner audiences	Current customer lists for your exclusions, so prospecting budget reaches people who haven't bought yet. Most accounts go broad on Meta by now; where you still run lookalikes, we keep the seed lists fresh.

HOW A REFERRAL WORKS

- 1 A short intro email to the brand and me.
- 2 A 30-minute call, then the audit and the insights email. If the brand agrees, you see the findings too.
- 3 If they sign, your share starts with their first paid invoice. No pressure either way.

WHO TO SEND US

DTC brands with a product people buy again (supplements, food and drink, beauty, pet, fashion, home), doing roughly €750k a year or more, with no one in-house who owns retention.

WHAT THE FOUNDER'S P&L RUNS ON

Profit = customers × (CLV - CAC)

CAC Your side. You bring customers in at a sound cost.

CLV Our side. We make each of them worth more after order one.

Let's talk partnership →

30 minutes with Jeffrey Jampoh, founder



Klaviyo's year in review 2025: brands running on our **Retention Growth Engine** rank in the top 1%, 3%, 6% and 8% of all Klaviyo customers by attributed revenue. Among them: **edubily, HENSSLERS, Blue Farm and Paige**.

FREE FOR EVERY BRAND YOU INTRODUCE

Account audit	Where repeat revenue gets lost today, with the fixes in order.
Insights email	We build the brand a customer insights email. The answers feed your ads and site copy.

FOR SHOPIFY AND CRO AGENCIES

No overlap	You build and optimize the store. We run everything after the first order.
Builds come back to you	When a client needs loyalty, subscriptions or a new app, we plan it and hand the build to you.
Test input from real buyers	What customers tell us after purchase feeds your CRO roadmap.
Launches that keep paying	Traffic and signups from a new store turn into repeat revenue, so your work still looks good months later.

Let's see if we share the same convictions (and ICP).

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Book a 30-minute call →