Mailchimp Case Studies

Case studies were published by Mailchimp featuring clients whose popup forms I personally designed. Results reflect full platform performance; my direct contribution was the popup form design.

Essential Beauty

52% YoY subscriber growth driven by popup form design

Country Thunder

27% of audience acquired through custom-branded popup form

Ravina Festival

~9K new leads in 6 weeks · 1.5x industry benchmark conversion rate

The Biker Company

Popup-driven discount contributed to open and CTR above industry benchmarks

Kaylin + Kaylin Pickles

10.6% opt-in rate · quiz popup powered segmentation after switching from Klaviyo

C3 Presents

10x lift in email sign-ups after optimizing signup forms