EMAIL MARKETING + LIFECYCLE

Direct to Consumer Manufacturer Case Study

How a direct-to-consumer manufacturer ran nearly a million sends in 90 days without spending down its sender reputation — and where the clicks actually came from.

AT A GLANCE

99.19%	**912k**	**25x**	**13.8%**
Delivery Rate at Scale	Emails Delivered in 90 Days	Inside the Complaint Rate Threshold	Click Rate on Automated Sends

CLIENT: SPORTING GOODS MANUFACTURER / MIDWEST

REPORTING: MAY 22 – AUG 19, 2026

THE SNAPSHOT

Volume is easy. Volume without damage is not.

Email is the cheapest revenue channel a direct-to-consumer brand owns — right up until deliverability breaks. Push a large list too hard and complaints climb, inbox placement collapses, and the channel stops working entirely. Rebuilding a burned sender reputation takes months.

This manufacturer sends at roughly 10,000 emails per day, every day. Over the 90-day window below that came to nearly a million sends. Here is what it cost them in list health: almost nothing.

911,956

EMAILS DELIVERED IN 90 DAYS

About 10,133 per day sustained — a 3.7M annualized pace.

0.0040%

SPAM COMPLAINT RATE

36 complaints total — one per 25,332 emails delivered.

99.19%

DELIVERY RATE

0.81% bounce rate against a 2% industry ceiling.

95,718

TOTAL OPENS

Roughly 1,064 attention events every day of the quarter.

0.032%

UNSUBSCRIBE RATE

293 opt-outs — one per 3,112 delivered. The list is not eroding.

13.84%

CLICK RATE, AUTOMATED SENDS

Triggered emails clicked 15× higher than scheduled broadcasts.

THE HEADLINE

Nearly a million sends. Thirty-six complaints.

The accepted ceiling for spam complaints is 0.1%. This program runs at 0.0040% — twenty-five times inside the threshold — while bouncing at less than half the standard 2% limit. At this volume, that is the whole ballgame. **A list this healthy is an asset that keeps paying.**

SOURCE

Figures pulled from the client's email platform statistics and attribution reporting for May 22 – Aug 19, 2026. Client identity withheld at their request.

THE CHALLENGE

The channel that breaks quietly.

What goes wrong

- **Promo fatigue.** An all-discount calendar trains subscribers to ignore you, then to report you.
- **Reputation damage compounds.** Complaints and bounces are scored by mailbox providers. Once placement slips, every future send underperforms.
- **Automated and broadcast get blended.** Averaging a 46% triggered open into a 17% broadcast open hides which half of the program is actually working.
- **Reach without measurement.** Sends go out, orders come in, and nobody can connect the two.

Why it matters at this volume

At 10,000 sends a day, small percentages become large numbers fast. A complaint rate drifting from 0.004% to a still-passable 0.05% would mean roughly 450 complaints a quarter instead of 36 — enough to put inbox placement at risk across the entire list.

The job is not to send more. It is to send at volume indefinitely without the channel degrading underneath you.

THE APPROACH

Protect the list. Then work it.

01 **List hygiene before volume.** Bounce management and suppression run continuously, which is why delivery holds at 99.19% rather than sliding as the list ages.

02 **Content rotates across three themes.** Brand education, featured product, and promotion cycle in sequence. Subscribers get something worth opening between the offers — the single biggest reason the complaint rate stays where it is.

03 **Every broadcast is paired with an automated resend.** Non-openers receive the same campaign 24–36 hours later under a different subject. A second bite at the full list with no second creative build.

04 **Four campaign types run in parallel.** Scheduled campaigns, triggered workflows, bulk actions, and multi-step sequences each handle a different job instead of one calendar trying to do all four.

05 **Cadence is held, not spiked.** Roughly 10,000 sends a day, consistently. Predictable volume is what mailbox providers reward.

06 **Report on the hard metrics.** Click rate and complaint rate drive decisions. Open rate is treated as directional only, for reasons we spell out later in this document.

> WHY IT MATTERS
>
> Sender reputation is the one marketing asset you cannot buy back. Protecting it is not a constraint on the program — **it is the program.**

THE RESULTS

The full picture, no cherry-picking.

Every metric the program produced across the 90-day window — volume, engagement, and list health.

METRIC	RESULT	WHAT IT TELLS YOU
Emails delivered	**911,956**	Sustained scale, not a one-off blast
Total attempted sends	919,383	Gross volume before bounce
Delivery rate	**99.19%**	Mail is reaching the mailbox
Bounce rate	0.81%	2.5× inside the 2% industry ceiling
Spam complaint rate	0.0040%	36 complaints; 25× inside the 0.1% threshold
Unsubscribe rate	0.032%	293 opt-outs; one per 3,112 delivered
Total opens	95,718	About 1,064 per day across the window
Open rate	10.50%	Directional only — see the caveat on the next page
Average daily send volume	~10,133	A 3.7M annualized delivery pace
Reporting window	90 days	May 22 – Aug 19, 2026

Most recent 7 days — no degradation

Programs that look healthy over a quarter can still be sliding at the end of it. They are not.

LAST 7 DAYS (AUG 13 – AUG 19)	RESULT	VS 90-DAY
Emails delivered	73,840	10,549 / day
Bounce rate	0.76%	Improving
Spam complaints	3	Flat
Unsubscribes	23	Flat

THE SPLIT

Two programs wearing one name.

Averaging this program into a single engagement number would undersell both halves of it. Automated and broadcast email do completely different jobs, and the gap between them is the most actionable finding in this report.

CLICK RATE — AUTOMATED / TRIGGERED **13.84%**

CLICK RATE — SCHEDULED BROADCAST **0.90%**

SEGMENT	DELIVERED	OPEN RATE	CLICK RATE
Automated / triggered	**224**	**46.43%**	**13.84%**
Scheduled broadcast	26,776	16.97%	0.90%

Automation is the revenue engine

Triggered emails fire when someone has already raised their hand. They open at 46.43% and click at 13.84% — more than fifteen times the broadcast click rate. Volume is small today because only a handful of triggers are live.

That is the opportunity, not the limitation. Every new trigger built inherits this performance.

Broadcast is the reach engine

Scheduled campaigns carry the volume and keep the brand in front of the full list every week. A 0.90% click rate across tens of thousands of sends still moves real traffic, and the resend-to-non-openers pass adds incremental reach at no extra creative cost.

Both matter. They should never share a scorecard.

THE TAKEAWAY

Build more triggers. That is where the clicks live.

The clearest growth lever in this account is not sending more broadcasts — it is converting more of the calendar into triggered, behavior-based automation that performs like the 13.84%.

SCOPE OF THIS COMPARISON

Segment figures are drawn from the platform's top-performing email report, which surfaces the five highest engagement sends rather than the full campaign list. Directionally reliable for the automated-versus-broadcast contrast; not a program-wide total.

WHAT WE DON'T CLAIM

There is no revenue number in this document.

We checked. The attribution report on this account returns $0.00 in closed revenue and zero won opportunities, and the platform's order metric reads zero in every window we tested. That is not a performance result — it means this account was never wired for revenue attribution.

We could have modeled a revenue figure from industry averages and put it on the cover. We didn't, because a number we can't trace isn't a result. Two other caveats belong here for the same reason:

- **Open rate is soft.** Mail privacy features inflate opens on any consumer list. The 10.50% is directionally useful, not precise. Click rate and complaint rate are the hard numbers, which is why this document leads with them.
- **Point-in-time.** Opens and clicks on the most recent sends were still accruing when this was pulled.

WHAT COMES NEXT

Where we take it from here.

- **Wire up attribution.** Tie sends to the storefront and analytics by UTM and send date. This is the highest-value next step in the account.
- **Expand the trigger library.** Cart abandonment, browse abandonment, post-purchase, and win-back all inherit the 13.84% click profile.
- **Segment the broadcast list.** Engagement tiers let the most active subscribers get more and protect placement on the rest.
- **Establish a multi-quarter trend.** Pull history in 90-day blocks to show list health over time, not just one window.

THE STAMPEDE STANDARD

Every dollar of ad spend ties to a trackable outcome. If we can't show what a dollar produced, we don't call it a result — **we go build the tracking.**

DISCLOSURE

The results in this case study are from an actual, existing client engagement of Stampede Marketing and/or one of its fulfillment partnerships. Client identity withheld at the client's request. Metrics are sourced from the client's email platform reporting for the stated period. Performance reflects this client's specific list, category, content strategy, and time period. Individual results vary; no outcome is guaranteed.

Let's build your **list next.**

We work with direct-to-consumer brands and local service businesses who want a channel they own — not one they rent. Every engagement is scoped to your list, your category, and your capacity, then reported on so you always know exactly what your investment is producing.

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