



Case Study

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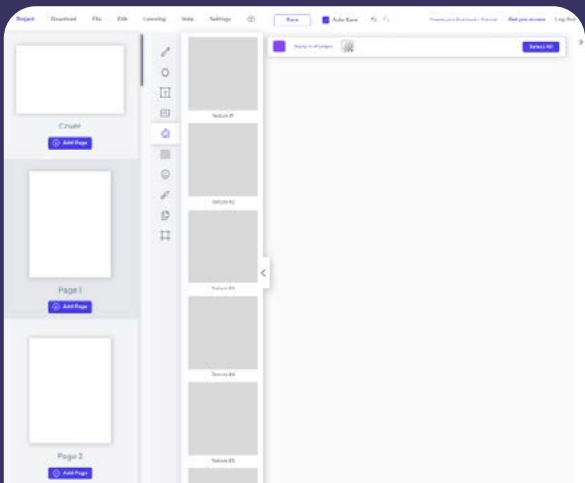
Company Overview

Book Bolt is an all-in-one software solution designed to empower entrepreneurs in the low-content and no-content book publishing space. Built with Amazon KDP users in mind, the platform allows creators to research niches, design covers and interiors, and publish journals, notebooks, planners, and more—without ever writing a single page of traditional content.



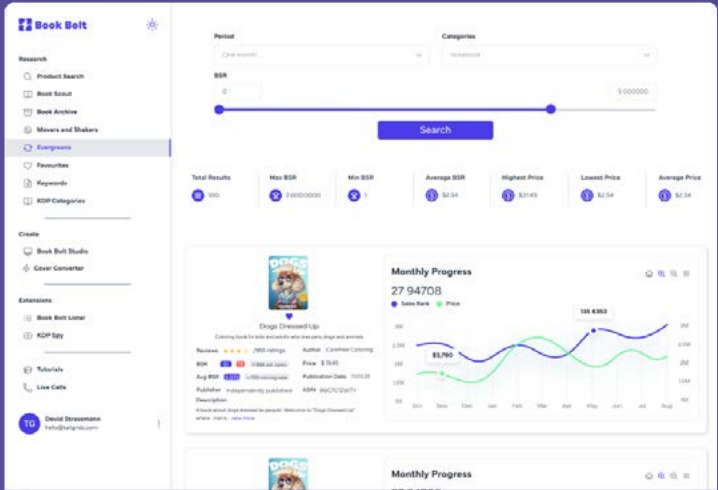
Refreshing Design

We enjoy working with discerning clients, people for whom quality, service, integrity & aesthetics.



New Orders This week

1,368 0.43% ↑



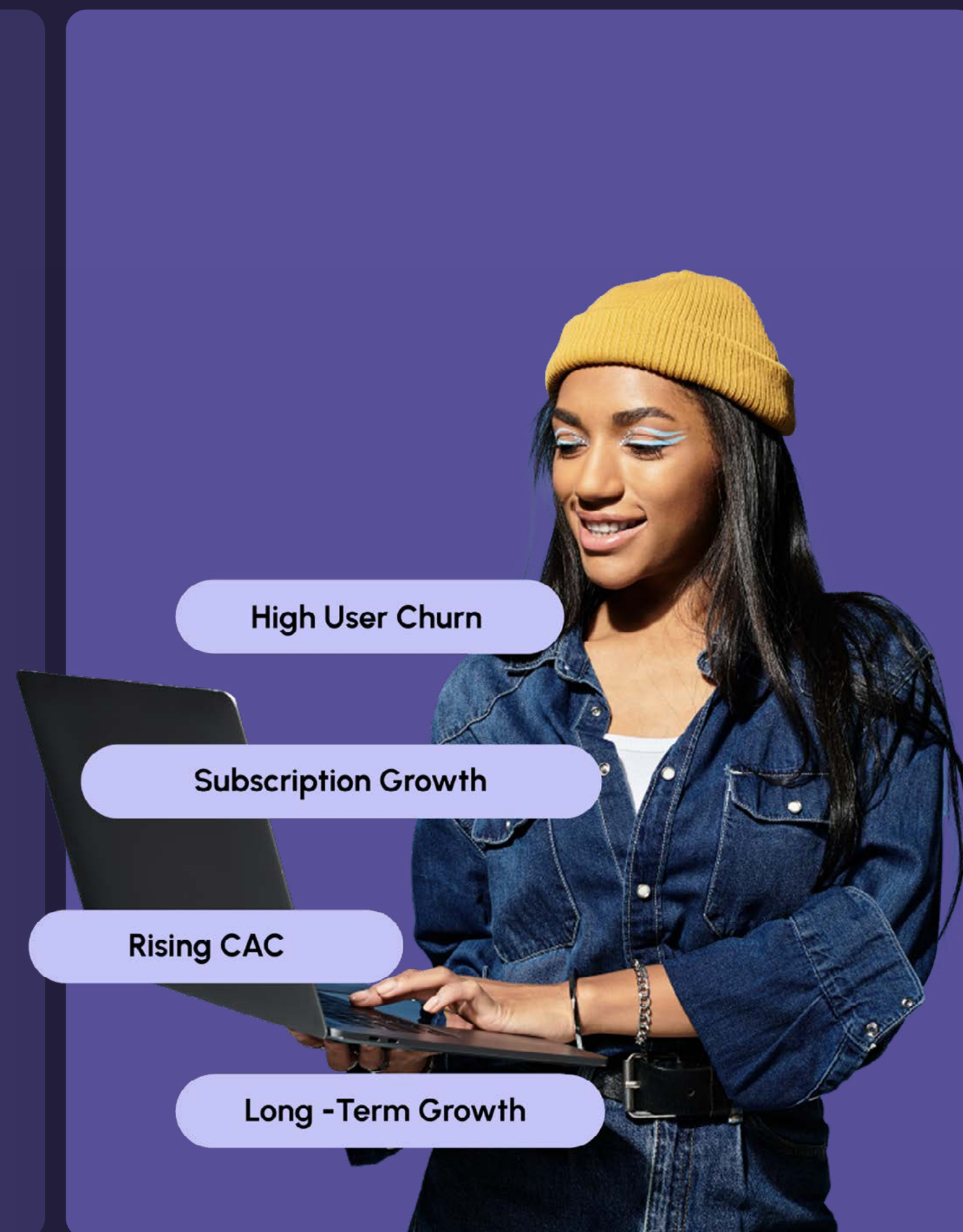


The Challenge

Despite strong interest in the product, Book Bolt faced several core growth challenges:

- Rising Customer Acquisition Costs (CAC)
- Plateauing Subscription Growth
- High User Churn

To ensure long-term growth and profitability, Book Bolt needed a scalable customer acquisition strategy and a robust system to improve user retention.

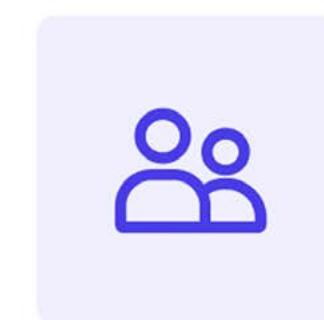




Our Goals

Lower CAC through more efficient and scalable marketing channels

Increase Customer Retention by improving user engagement and lifecycle communication



New Customers

This week

785 0.39% ↑





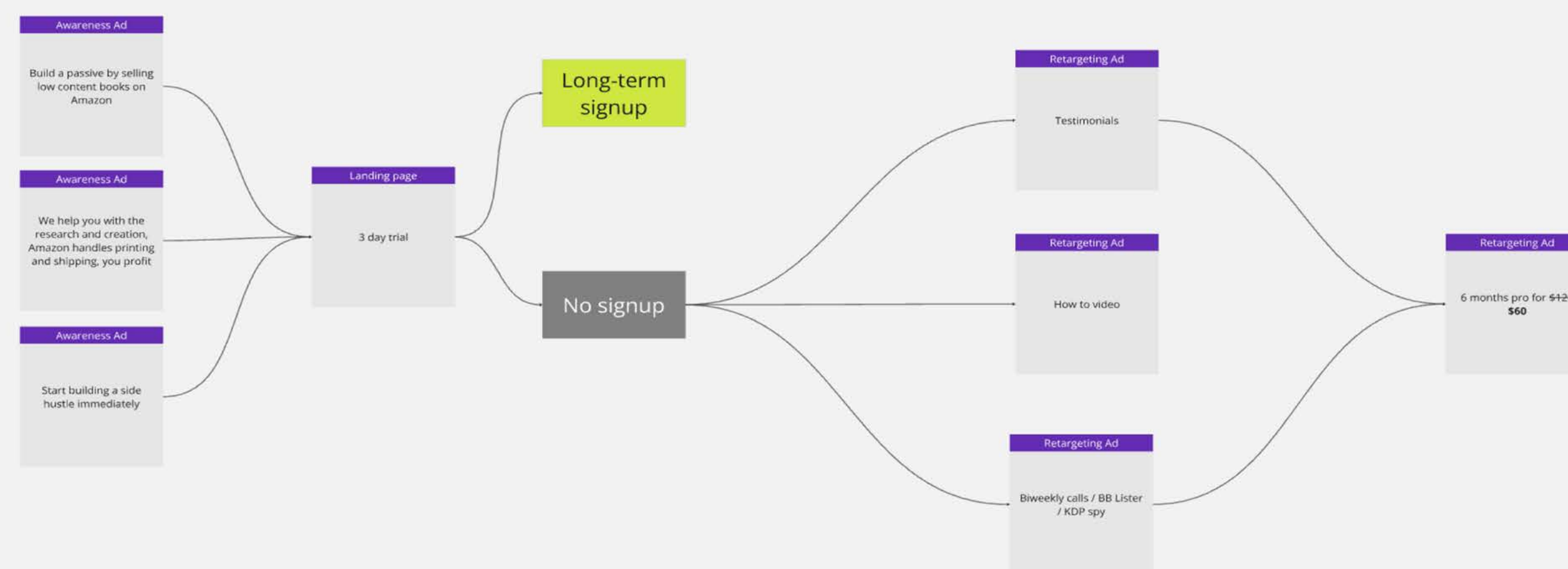
Our Approach



Paid Search & Social (PPC)

We rebuilt Book Bolt's paid media funnels from the ground up:

- Full-funnel campaigns on **Google and Meta**
- Smart audience segmentation and **precision retargeting**
- Ad creatives aligned with different **stages of the user journey**





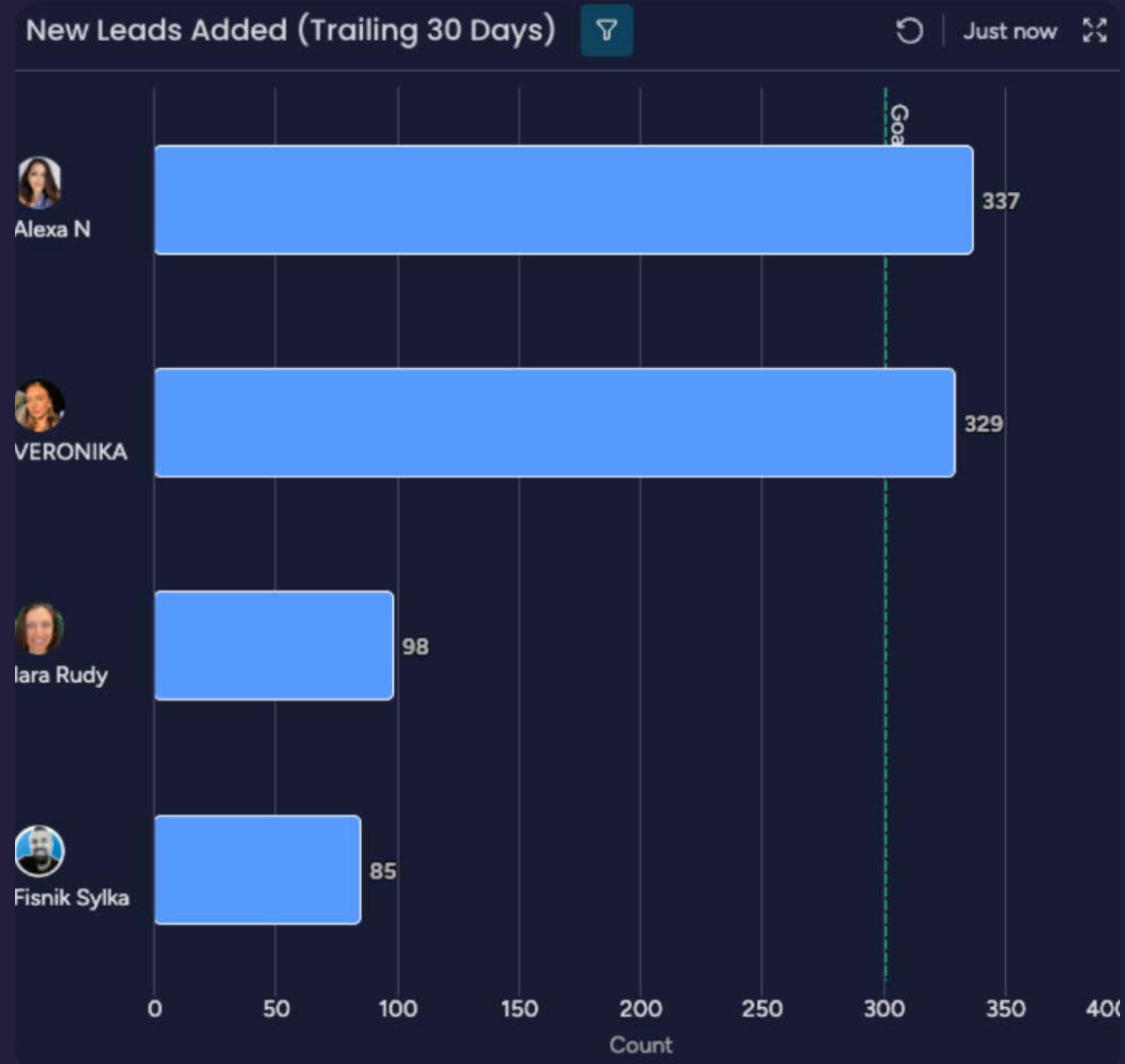
Affiliate Marketing



Launched a complete affiliate program, including onboarding, tracking, and tiered rewards



Consistently generated 4+ dedicated YouTube influencer videos per month



Recruited niche-specific influencers in the KDP and passive income space



Built and nurtured a growing creator pipeline



UI/UX & Brand Redesign

- Redesigned the entire platform UI, improving usability and visual appeal
- Refreshed brand identity (logo, typography, and color palette)
- Overhauled the marketing website to reflect the new brand and follow CRO best practices

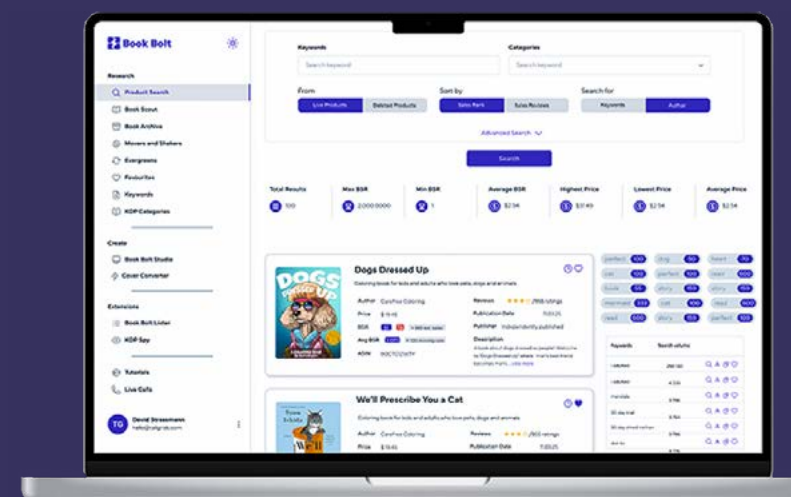
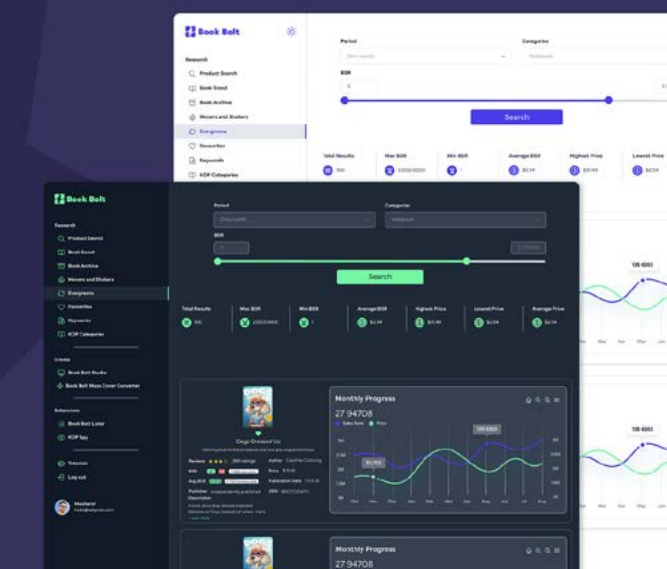
 **Book Bolt**

Find best selling books and jump on hot trends



 **Book Bolt**

Redesigned the entire platform UI





Email Marketing Lifecycle Strategy

We implemented high-impact email sequences that engaged users across key stages

Onboarding/Training Sequence



→ **419,928** emails completed

→ **46.0%** open rate

→ **3.6%** click rate

Registration Incomplete Re-engagement



→ **313,811** emails completed

→ **28.9%** open rate

→ **2.5%** click rate

Monthly Niche Report Sequence



→ **63.4%** open rate

→ **37.3%** click rate

Trial Churn Re-engagement



→ **71,783** emails completed

→ **45.6%** open rate

→ **0.84%** click rate



Results

- Reduced CAC through smarter ad spend and influencer partnerships
- Increased MRR by **4.79% YoY**, breaking through the previous plateau
- Significant increase in **email engagement** across all lifecycle stages
- Improved **user retention** due to better onboarding and nurturing
- A more modern, trustworthy brand with improved UX





Ready to step into the temple?

We're Pixel Prophets – platform agnostic, marketing devout.

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