code chemistry

Under the Microscope:

Eve Sleep + Code Chemistry

=

Big Results

Introduction

In a bid to boost customer engagement and drive email performance, leading sleep wellness brand Eve Sleep partnered with Code Chemistry to enhance their email marketing strategy. By leveraging Code Chemistry's innovative Email Elements, Eve Sleep integrated three dynamic features into their campaigns - click counters, personalised images, and scratch offs.

This case study explores how these elements not only elevated the brand's email experience but also delivered measurable improvements in engagement, interactivity, and overall campaign success.

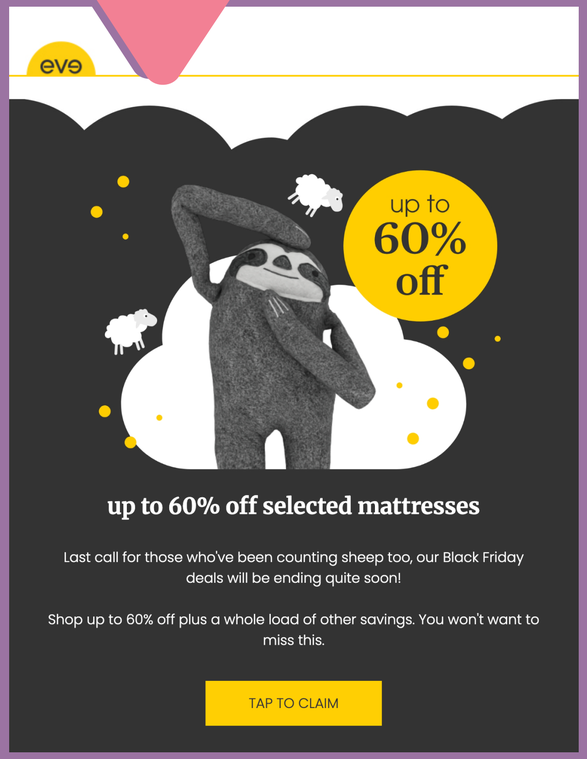
> We added fun, customised and engaging elements to our emails to create even better connections with our customers. They responded well to the elements, which were quick and easy to set up. We're really pleased with the elements we used to add flourishes to our emails - they really resonated!
>
> **Eve Sleep**
> **Email Team**

Element: Click Counters

For this Black Friday email campaign, Eve Sleep used Click Counters to introduce real-time social proof and build brand trust. A subtle yellow banner in the email displayed a live-updating message - "Join 202 others shopping right now" reflecting the actual number of subscribers clicking through to shop.

This simple, dynamic element tapped into the psychology of herd behavior, reassuring recipients that others were already taking action and subtly encouraging them to do the same, ultimately driving higher engagement and conversions.

Control version



Social Proof Click Counter

Join 202 others shopping right now

Result:

+92% higher revenue

Element: Personalised Image

To add a personal touch to their payday campaign, Eve Sleep used a personalised image that featured the recipient's first name prominently in the hero section of the email.

Generic version

Personalised Hero Creatives

Positioned just below the promotional offer, the personalised element was designed to immediately capture attention and encourage recipients to redeem the offer.

Personalised image

Drove significantly more orders

Element: Scratch Off

Eve Sleep brought an extra layer of excitement to their payday campaign by using Code Chemistry's interactive Scratch Off feature. The email creative was bold and eye-catching, with a clear call to action: "Scratch me to reveal your payday offer." When recipients clicked through, they were taken to a branded landing page where they could digitally scratch off a panel to uncover that month's exclusive offer.

Once revealed, a celebratory burst of confetti appeared, and the page dynamically updated to show details on how to redeem the offer. This gamified experience not only boosted engagement but also delivered impressive results compared to a control group without the Scratch Off.

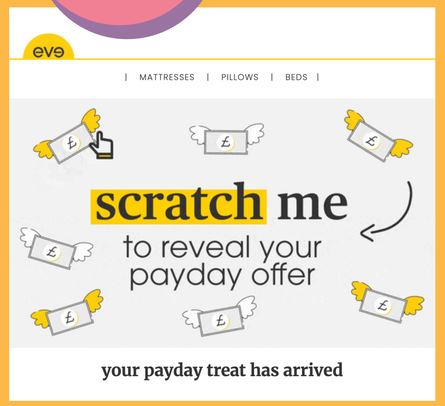
Results:

+200% increase in orders

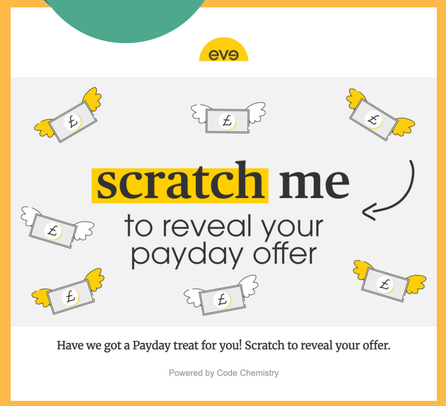
+192% increase in revenue

+151% increase in CTR

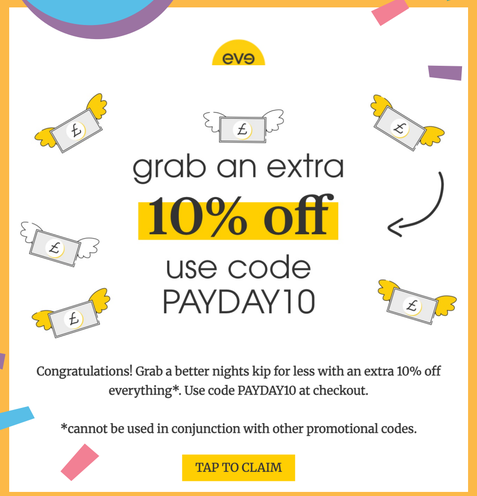
The Email



Scratch off Landing Page

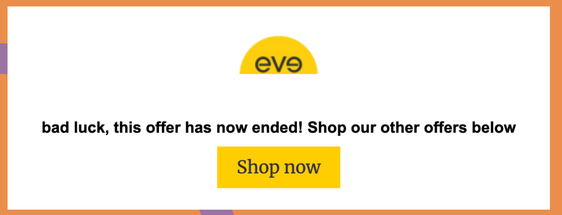


Revealed Offer



Did you know?

You can set a custom time and date for your Scratch Off offer to expire, along with your own expiry message. Once the promotion ends, the Scratch Off will automatically be hidden and replaced with a message letting users know the offer has expired—while still encouraging engagement with a clickable button. All of this can be fully controlled and customised by you!



Why Code Chemistry?

After years in the email marketing trenches, we saw the same story: personalisation and content tools were clunky, expensive, or stuck behind frustrating paywalls.

So, we built Code Chemistry to change it

- Everything unlocked, for everyone. No gated features. No upsells.
- Intuitive, all-in-one interface. Design, configure, copy, paste, done.
- Flexible, commitment-free plans. Monthly or annual - your call.
- Built-in efficiency tools. Brand hub, merge code centre, quick design shortcuts.
- Relentless innovation. Weekly updates, new features, customer-driven roadmap.
- Human support, whenever you need it.
- And we made it fun too. Animations, magic layers, confetti bursts.

Create your free account today

Book a demo

Whether you're a billion-dollar brand or a one-person powerhouse — Code Chemistry makes standout email content easy.

Simple. Scalable. Accessible.