



Welcome.

Haeeum.co



Haeem is a strategy-led email marketing studio.

Pronounced "HUM"

We help brands turn email into a thoughtful extension of their brand, crafted to connect, but built to convert.

Our approach pairs design clarity with strategic depth.

We make decisions from our strong analytical understanding, but design with pixel perfection.

We never chase volume, we never outsource abroad.

We build systems that make every send matter.





For most brands, email is just a checkbox.

Send something. Sell something. Move on.

Most agencies only make this louder.

More emails, more offers, aiming to only get quick wins.

This works in the short term and boosts the numbers *artificially*, as email platforms attribute sales to anyone that has viewed an email and then purchased typically within 5 days of doing that.

Boosting emails > Boosts attributed revenue > boosts how much they can charge.

At Haeum, we believe in a different rhythm.



We focus on clarity, rhythm,
and restraint.

The goal isn't to just send more or send less, but to make these decisions based off analytics, we respond to what your audience responds too.



We don't just send emails; we build the foundations that make them work.

Our focus is on four core pillars that, together, create lasting momentum:

growing your audience, strengthening automation, refining campaigns, and building the systems that hold it all together.

● Pillar 01

— Audience Growth + Health

If a tree falls in the woods and no one is around to hear it, does it make a noise?

We have methods that we can implement to help build out your audience, while minimising unsubscribes of existing audience members through resonating data-led content.

● Pillar 02

— Automated Flows

Making you money while you sleep.

Flows are the backbone of a businesses email, using them simply for a basic welcome series and abandon cart flow is leaving so much money on the table.

We have a few extras to drop in here to keep that avenue flowing.

● Pillar 03

— Campaign Strategy

Campaigns are where the brand's voice comes alive.

We move beyond discount-driven sends to create stories, moments, and messages that feel considered.

We keep on top of local events in your biggest markets, always doing our best to communicate directly to your audience.

● Pillar 04

— Brand Systems

A strong foundation sustains growth.

We develop frameworks for your brand, no templates, a set of core reusable components that keep everything feel fresh for the user, and not over whelming for you.



We hit the ground running.

Our first 30 days is preplanned and rehearsed, we implement fast impactful changes the sharpen your workflows that can then guide us in the future.

1. Revive What Already Works

We start by identifying your strongest past campaigns and turning them into automated flows so new subscribers experience your best work immediately.

Result: Fast engagement gains and early conversions.

2. Create the Core Kit

Next, we streamline design. We build a set of reusable layouts so every email looks on-brand, loads quickly, and is effortless to produce.

Result: Consistency, speed, and fewer design bottlenecks.

5. Test and Learn

We never just implement our new designs and hope they work best.

We A/B test your current flows against our designs variations to see what resonates best.

The data from these early tests guides every improvement that follows.

Result: Audience guided insights that shape a stronger future steps.

3. Segment the Audience

We A/B test your current flows against new design and copy variations to see what resonates best. The data from these early tests guides every improvement that follows.

Result: Actionable insights that shape a stronger foundation.

4. Optimise the Rhythm

We study open rates, engagement times, and audience activity to refine send timings and cadence.

Result: Better visibility, improved engagement, and a steady rhythm your audience anticipates.



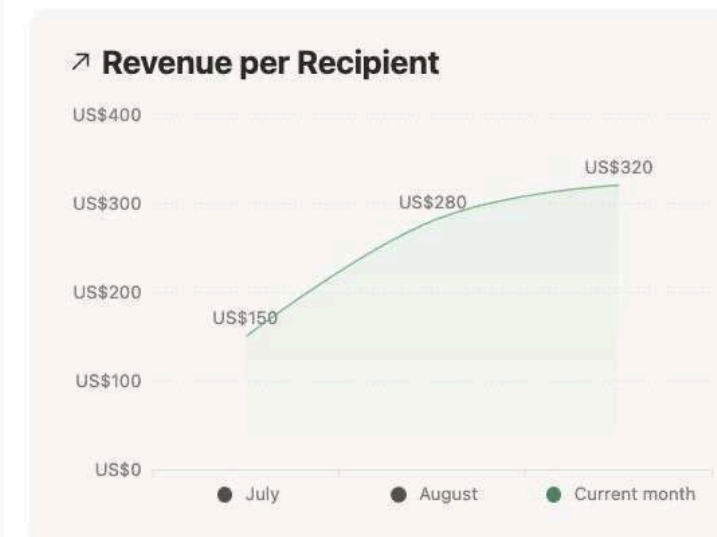
Monthly Insights Dashboard

Clear reporting, built for understanding.

A single view of your email performance; campaigns, flows, and key metrics compared month to month.

We don't over complicate this, we focus on metrics that matter.

Accessible on any device, and customisable if you need additional metrics presented in the same clean format.



Top performing Campaigns (September)

Campaign	Send date	Open rate (%)	Click rate (%)	Placed Order (\$)	Notes
Campaign 1	17 September 2025	56.66%	0.92%	US\$9,391.87	
Campaign 2	8 September 2025	55.64%	0.54%	US\$8,305.29	
Campaign 3	26 September 2025	56.87%	0.54%	US\$6,025.18	
Campaign 4	2 September 2025	56.10%	1.09%	US\$4,852.68	
Campaign 5	27 September 2025	34.70%	1.18%	US\$2,876.73	
Campaign 6	29 September 2025	39.23%	0.98%	US\$823.36	
Campaign 7	9 September 2025	36.78%	0.88%	US\$431.14	

Top performing flows (September)

Flow	Period	Deliveries	Placed Order (\$)	Percent change (%)	Notes
Welcome series	1 September 2025 - 30 Sept	12384	US\$10,740.59	3.39%	
Abandoned Checkout	1 September 2025 - 30 Sept	450	US\$5,685.68	-70.06%	
Welcome SMS Series	1 September 2025 - 30 Sept	1695	US\$4,557.28	-22.66%	
Abandoned Cart	1 September 2025 - 30 Sept	2374	US\$4,482.16	-46.26%	
Opt in	1 September 2025 - 30 Sept	1034	US\$4,251.01	-2.88%	
Raffle	1 September 2025 - 30 Sept	8464	US\$3,706.24		
Browse Abandonment	1 September 2025 - 30 Sept	2314	US\$3,588.73	-44.02%	
Order Fulfilled Help articles	1 September 2025 - 30 Sept	942	US\$3,004.28	71.47%	
Post Purchase Flow	1 September 2025 - 30 Sept	2340	US\$1,658.26	-71.02%	
Opt in (footer)	1 September 2025 - 30 Sept	42	US\$1,077.00	107.51%	



We separate campaign work from flow optimisation because their nature is different. Campaigns change every week; flows are built once and refined over time.

<u>Campaign Plan</u>	Campaigns / Month	Monthly Cost
Light	2	\$500 AUD
Standard	4	\$800 AUD
Active	6	\$1000 AUD
High Volume	8	\$1,200 AUD

Flow automation setup and maintenance work is billed at a reduced rate of \$65 per hour with any campaign plan.

<u>Flow only plans</u>	Hourly Cost	Includes
Flow & Optimisation Retainer	\$80	Strategy and suggestions on any type of flow type.

<u>Foundations setup</u>	Cost	Includes
Core Components Setup	\$1500 one time	Designing and build your core email components. These are the sections your team uses most. Variations of email headers, text blocks, product layouts, CTAs etc.



A note on pricing

The price you see is the price you pay.

We don't charge for messages, meetings, or setup fees.

If something larger comes up, like a new project or additional campaign beyond your plan, we'll quote it separately before starting.

Everything else is simply part of working together.

The extras aren't billed. It's our way of saying thank you.

Contracts

New clients are required to sign a 3 month contract due to the initial amount of setup work we do but don't charge for.

Unfortunately, some come just for those, take the work and cancel the contract.

After the initial 3 months, we shift to 30 day notice from both parties of contract termination.

NDA's and privacy

We work with sensitive information, customer data, revenue, core analytics. Due to this, we accept NDA agreements and never share data unless approved by you.

Non-compete clauses are generally discouraged but are on a case by case basis and can be discussed.



Let's start the conversation.

Zach@haeum.co

We'll schedule a short call to understand your goals, align on priorities, and shape a plan that fits your rhythm.



I'm Zach, and I'll be your point of contact throughout, from our first call to your ongoing campaigns. I look forward to building something meaningful together.

Thank you for taking the time to explore Haeum.

— Zach Kendall
Founder, Haeum