

CHRIS BROWN
ONLINE STORE

CASE STUDY

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2025

EXECUTIVE SUMMARY

This case study outlines the success of Shop Chris Brown, a direct-to-consumer merchandise store powered by Shopify. Over 15 months, the brand generated \$4.7M+ in gross sales by integrating social, email, and search channels. A data-driven approach combined with high-impact product drops and omnichannel campaigns fueled strong engagement, conversions, and customer retention

CHALLENGE

With a massive global fanbase and an evolving merchandise portfolio, Shop Chris Brown needed a unified Shopify infrastructure capable of managing large traffic spikes, product drop surges, and omnichannel engagement. The brand required seamless coordination between social traffic, email campaigns, and product fulfillment while ensuring conversion optimization.

OBJECTIVES

- Drive high-volume sales through timed product drops, limited bundles, and exclusive merch releases.
- Maximize revenue by integrating cross-channel marketing via email, SMS, and social media.
- Boost average order value and conversion rate through optimized landing pages and checkout flows.
- Encourage customer loyalty and retention with targeted segmentation, Klaviyo flows, and personalized follow-ups.

STRATEGY & EXECUTION

To drive growth, we deployed:

1. Limited Merch Drops
2. Exclusive items like signed vinyl and event-based apparel were launched in timed drops to build hype and urgency.
3. Cross-Channel Campaigns
4. We activated coordinated marketing via Instagram, TikTok, Google, and Klaviyo to reach fans across all touchpoints.
5. Mobile Optimization
6. With 97% of traffic on mobile, the store was optimized for speed, visuals, and seamless checkout.
7. Smart Retargeting
8. Behavior-based email/SMS flows re-engaged cart abandoners, past customers, and browsers.
9. Bundles for AOV Growth
10. Pre-built bundles encouraged larger purchases and simplified decision-making.

RESULTS

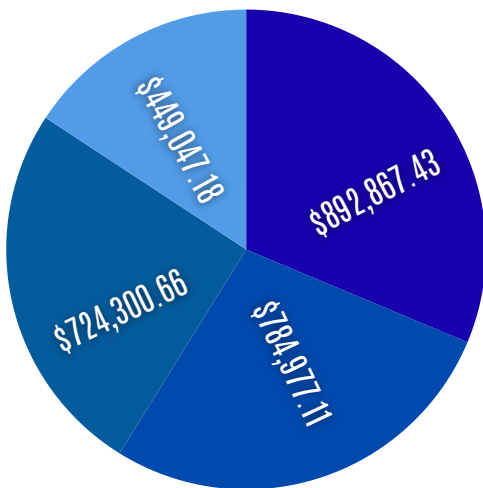
The brand maintained a healthy AOV while handling nearly 50,000 orders—achieving high scale with consistent UX.

PERFORMANCE OVERVIEW

Metric	Value
Gross Sales	\$4,688,112.70
Net Sales	\$4,185,933.66
Orders Fulfilled	49,99
Average Order Value (AOV)	\$80.75
Total Sessions	3.1M+
Conversion Rate	155%

TOP SALE DRIVERS

- Direct (ShopChrisBrown)
- Instagram
- Klaviyo Email/SMS
- Google Search



BEST-SELLING PRODUCTS

Breezy Bowl XX
Pregame S/S T-Shirt:
\$361,374.35

Breezy Bowl 24
Mesh Jersey:
\$265,516.08

Breezy Bowl 24
Mesh Jersey:
100% sell-through

CUSTOMER INSIGHTS



RETURNING
CUSTOMER RATE

19.52%



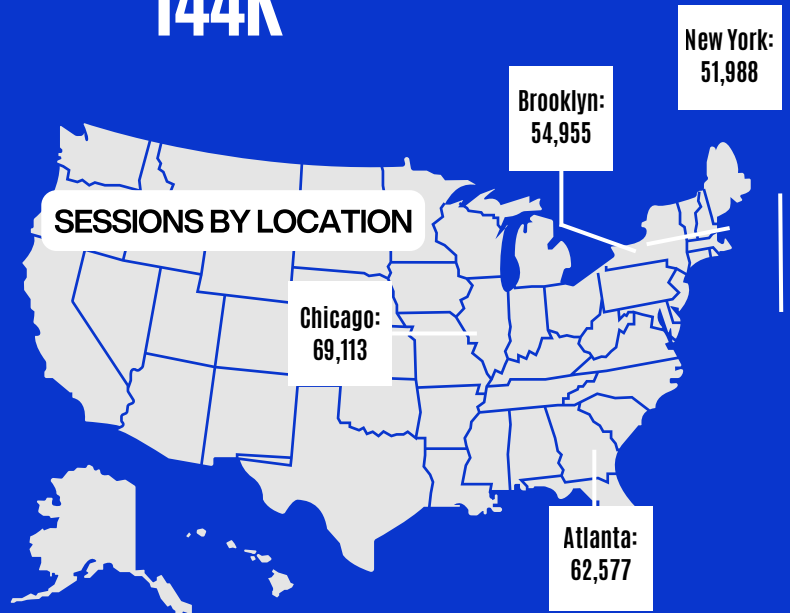
SESSIONS
ON MOBILE

3M+



SESSIONS
ON DESKTOP

144K



Key Takeaways

- End-to-end **Shopify management** handling nearly **\$4.7M gross sales** in 15 months.

- **High-volume product drops** that consistently sold through (apparel, bundles, vinyl).

- **Omnichannel campaigns** linking Shopify with Klaviyo, Instagram, TikTok, and Google.

- **Conversion-focused optimization:** driving 3.1M sessions with a \$80.75 AOV.

- **Customer retention & segmentation** with a 19.52% returning rate.



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