omnivery | ROUVY

CUSTOMER STORY · ROUVY

Keeping ROUVY members in the inbox at peak season

How ROUVY grew peak-season email volume while cutting its complaint rate by 97%, turning a data quality challenge into a deliverability advantage.

97%
Lower complaint rate, year on year
0.3% → 0.01%

4.8M
Emails a month on average, Year 2 peak season
UP FROM ~4.5M

5.5M
Emails delivered in the busiest month
NOVEMBER, YEAR 2

–50%
Soft bounce rate, with hard bounces down a third
YEAR 2 VS YEAR 1

AT A GLANCE

COMPANY
ROUVY

INDUSTRY
Connected fitness / subscription app

PEAK PERIOD
November – December: gifting season and the New Year fitness surge

PEAK VOLUME
~4.5M emails/month in Year 1
~4.8M emails/month in Year 2,
5.5M in November

COMPLAINT RATE
0.3% → 0.01%

01 BACKGROUND

The most high-stakes sending period of the year

For ROUVY, email is a critical channel – whether it is driving new hardware sales ahead of Black Friday, promoting digital membership, or keeping existing subscribers motivated and retained.

The November–December window combines gifting-season hardware demand with a surge of New Year fitness intent. It is the moment competition for inbox attention is at its most intense, and the moment ROUVY can least afford to lose it.

ROUVY came to Omnivery to manage their large and growing subscriber base at scale without compromising inbox placement or member trust. The brief was clear: **keep inbox placement steady at high volume, exactly when it matters most.**

02 YEAR 1

Onboarding and ramping to peak volume

ROUVY's subscriber base receives a broad mix of email types: promotional campaigns, product launch announcements, membership renewal reminders, workout recommendations and transactional messages. Managing these streams at scale, without one damaging the sender reputation of another, required careful planning from the outset.

Starting several months before the November peak, Omnivery worked with ROUVY's CRM team to design and execute a structured IP and domain warmup schedule. Volume was increased gradually across dedicated sending streams, with different mail types separated by subdomain to protect transactional traffic from any reputation impact generated by promotional sends.

By the time the gifting season arrived, ROUVY was sending around **4.5 million emails per month**, and inbox placement held steady throughout. The programme delivered at scale without triggering major filtering events or blocklisting at any of the major mailbox providers.

0.3%

YEAR 1 COMPLAINT RATE

The post-season review found work to do. At 0.3%, complaints sat above the best-practice threshold recommended by Gmail, Yahoo and other major mailbox providers, and bounce analysis showed list hygiene work was needed before the next peak cycle.

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03 YEAR 2

Data quality investment unlocks further growth

Between peak seasons, ROUVY worked closely with Omnivery's deliverability team to address the root causes. For a subscription business, where members can churn, change devices and update their email addresses, list management is a continuous operational challenge, not a one-time fix. The programme of work covered four areas:

01

List hygiene and suppression

A systematic clean of the subscriber base to remove invalid, inactive and high-risk addresses, including those of churned members unlikely to re-engage.

02

Acquisition and consent review

An audit of data sources – hardware registration flows, app sign-ups and promotional opt-ins – to suppress complaint-prone segments and reduce spam-trap exposure.

03

Engagement-based segmentation

Tighter engagement windows for peak sends, prioritising active members and recent purchasers and suppressing lapsed audiences rather than mailing the full database.

04

Mail stream separation

Promotional, membership and transactional email each under a distinct sending identity, protecting time-critical messages regardless of promotional performance.

ROUVY entered its second peak season with a significantly cleaner, more engaged list. Average monthly volume rose to around **4.8 million emails**, peaking at **5.5 million in November**, while every key deliverability metric improved.

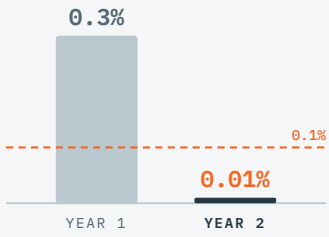
04 RESULTS

More volume, fewer complaints

METRIC	YEAR 1	YEAR 2
Sending volume	~4.5M / month	**~4.8M / month** 5.5M in the peak month
Soft bounce rate	Baseline	**Halved (−50%)**
Hard bounce rate	Baseline	**Down a third (−33%)**
Complaint rate	0.3%	**0.01%**

A complaint rate of 0.01% is well within the thresholds advised by all major mailbox providers, and represents a **97% reduction year on year**. For a brand where member trust is central to the product experience, that inbox reputation is more than a deliverability metric: it directly protects the relationship ROUVY has with its community.

Complaint rate, peak season



Dashed line: 0.1%, the maximum spam rate Gmail recommends for bulk senders.

05 KEY TAKEAWAYS

1 **Structured warmup is non-negotiable at scale**

A well-executed ramp plan let ROUVY reach 4.5M emails a month without deliverability incidents in its first peak season.

2 **Data quality is a growth lever, not just hygiene**

Fixing list quality between seasons let ROUVY send more in Year 2 – around 4.8M a month, with a 5.5M November – while every deliverability metric improved.

3 **Complaint rates respond quickly to the right interventions**

A 97% reduction, from 0.3% to 0.01%, came within a single annual cycle through targeted segmentation and suppression.

4 **Investment in email pays back**

A stronger email programme turns a fixed cost into a compounding revenue channel.

PLANNING YOUR NEXT PEAK SEASON?

Talk to an Omnivery deliverability analyst

Warmup planning, list hygiene and mail stream design from people who have kept senders in the inbox since 2006.

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