

Case study

Retailer

Business objectives:

- Deploy firm offer quickly and cost effectively prior to holiday
- Target consumers who lived within x miles from competitor store locations who have recently gone out of business

Digital marketing solution:

- Identify new prospects
 - Email only Prescreen
 - 3rd Party managed campaign
- Two email drops
- Credit card offer
- Creative inclusive of 35% of purchase offer

Results:

- Delivery Rate 99%
- Open Rate 10%
- Click Rate 0.42%
- Identified Prospect Opportunity 12MM+
- Emails delivered 5.2MM
- Emails opened 489K
- Click throughs 2,046
- Total Inquires 11.5K*

**Includes approvals, declines and pends*

Total new trades opened: 10.9K

