

## CASE STUDY

How the company used an email campaign to capture data for future marketing



### AT A GLANCE

#### Challenges

- Cold data
- New Customers
- Soft call to action
- Small budget

#### Benefits

- New responsive data
- Increased customer base
- Increased understanding email marketing campaigns

#### Open rate:

5%

#### Click Through Rate:

3.7%

#### Catalogue Downloads:

56



### OBJECTIVES

The client is a sustainable merchandise company who specialise in creating and distributing personalised promotional materials for other companies.

The problem they had though was driving traffic towards their own e-Commerce web page. Marketing campaigns that the company had run previously had not produced any enquires, so Emailmovers took the reigns to help.

### SOLUTIONS

The problem that we diagnosed for why their previous campaign didn't work was that there was no benefit or incentive for the recipient to visit the website, unless they had a current requirement to purchase some merchandise.

Our solution was to create a landing page with a simple pre-populated data capture form. The landing page gives the recipient the facility to request a free catalogue which they can peruse at their leisure. Providing their contact details also gives the client the option to remarket and follow up with these recipients.

#### Managed Email Marketing Campaigns

Whether you are looking to send B2B or B2C email campaigns, our managed email delivery service can help find the right solution for your company.