



AUTOMOTIVE

## DRIVING AWARENESS THROUGH TARGETED EMAIL







## GOAL

SUCCESS STORIES

The client's overall goal was to drive Brand Awareness for their Monthly Special Offers.

## **CHALLENGES**

The challenge with this campaign was being able to appeal to a broad base of auto-intenders with vehicles ranging from Pickup Trucks to Sedans to Compacts.

AUTOMOTIVE | EMAIL TARGETED CASE STUDY



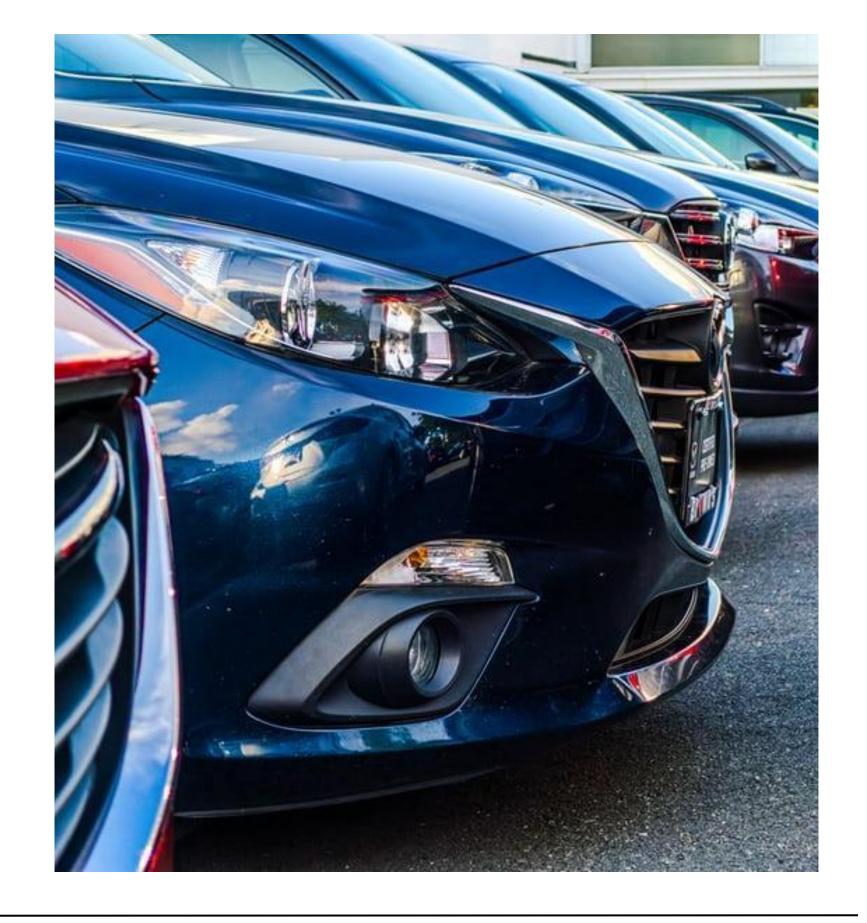
## **RESULTS**

- → We drove an 18.77% View Rate, meaning 18.77% of our emails were opened and viewed by people, and 3.05% of our emails were clicked on to visit their website. These metrics are nearly 2x and 3x the industry averages, respectively!
- Nearly 75% of all clicks were on specific vehicles, and not just to the homepage. This shows that we were not only reaching auto-intenders, but we were also reaching people that were interested in our specific vehicles.

3.05%

18.77%

VIEW RATE



**CLICK RATE**