

# Case Study

## CLIENT NAME

## CATEGORY

Appliances

## AUDIENCE

Homeowners 25+

## GOALS

Promote Memorial Day Sale

## SOLUTIONS

Targeted Email

## RESULTS

**Summarize** *The Memorial Day Sale targeted email was sent to promote a sale. It had a significant impact on revenue generation.*

**List** *The email deployed to 50,001 people. It had a 15.31% open rate and an 8.07% CTR.*

**Outline** *Based on the match-back from the postal file, the email generated \$29,930 in revenue from 22 purchases.*