

Print Publication sees 400+ new subscribers to email newsletter



INDUSTRY

Business & Industrial

PRODUCT

Print Publication

ADVERTISING SOLUTION

Email

CAMPAIGN LENGTH

One Email Deployment

Objective

The client's goal was to drive users to subscribe to their email newsletter.

Challenge

Finding a way to stay connected with readers during COVID-19. The client has not been able to publish during this time and is seeking other ways to provide the same information readers would typically get from their publication.

Solution

We recommended sending an Email blast with a clear and engaging creative message to increase awareness of the newsletter amongst readers.

Results

The client attributed 1,000+ clicks to their website from the Email campaign and saw 400+ new subscribers to the newsletter.

Key Findings

Email is a top of funnel awareness product that allows advertisers to get in front of the right consumers with the right message in order to get them to convert quickly or take action on a message – it's the new direct mail!