

USE CASE

Email Marketing

DIGILEAP MARKETING SERVICES PVT. LTD.

01 GOAL

To achieve industry average email marketing open rate of around 20%



02 CURRENT CONDITION

Email open rate was around 7% to 12%



03 METHODOLOGY

- Persuasive email content
- A/B testing of email subject lines
- Deploying of drip campaigns



04 RESULT

Digileap marketing is able to achieve around from one email campaign around **58%** and then 2nd email campaign's open rate was around **33%** and the 3rd campaign was of **30%**



Live Email Campaign-29th June 2022

send from: [redacted]

DI

| Sent To | Delivered To | Open Rate |
|---|---|--|
|  40 |  33 |  57.6% |



Mail Campaign FINAL - 30th ...
tuhin

Sent

May 30, 2022
4:42 pm

Sent To
958

Open Rate
32.67%



Review email campaign - LIV...
info

Sent

Jul 26, 2022
7:18 pm

Sent To
292

Open Rate
29.79%