

CLIENT Aff Emails

Feb 2022

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Objectives & Approach

Program Objective & Approach

Objective:

- Convert leads to MQLs for hand off to sales

Approach:

- Move leads down the funnel by
 - + Engaging existing leads by offering valuable content
 - + Warm leads, build trust and excitement
 - + Create a library of successful email drip campaigns to encourage engagement with Heartland
- Implement testing and continuous improvement strategy

Data Driven - KPIs

Benchmarks & CLIENT Campaign

Single Email

vs.

Drip Campaign

19%

Open-rate

80%

Higher
Open-rate

3%

Click-Through-Rate

119%

Higher CTR

10%

Conversion Rate

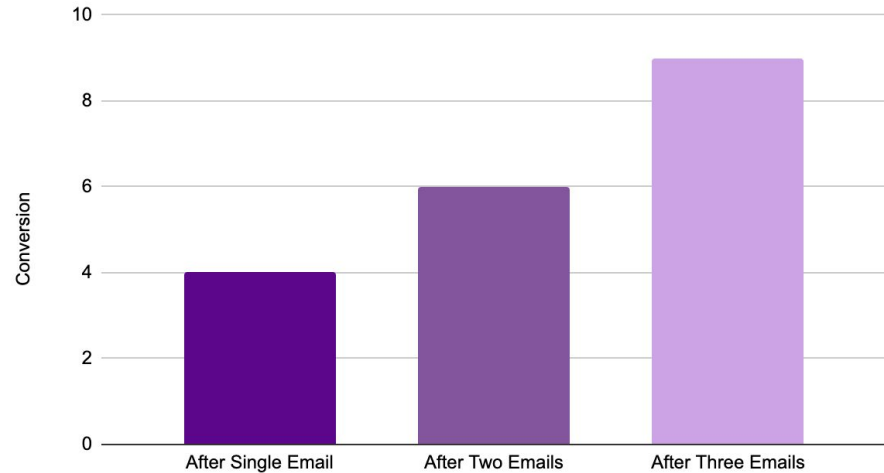
20%

Higher
Conversion Rate

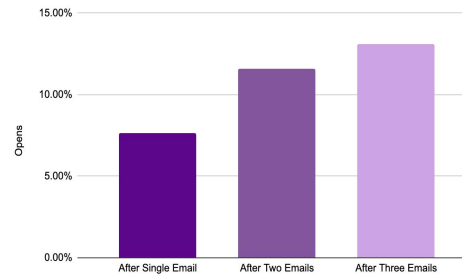
Have It All - KPIs and Lessons

- Thursday mornings do well
- Dedicated IP
- 3 Email drip increased
 - + Unique opens by 91%
 - Benchmark 80%
 - + Unique clicks by 150%
 - Benchmark 119%
 - + Leads by 125%
 - 4 vs. 9

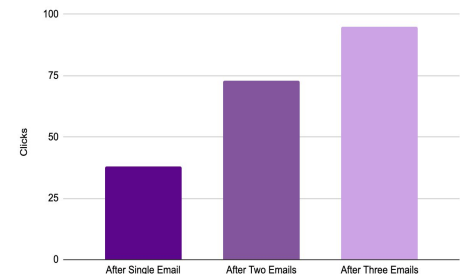
Form Fills



Open Rate



Clicks



Opportunities

- Increase open rates
 - + Topic, subject line sender, list
- Segment specific messaging
 - + Age
 - + Journey stage
- Testing based on
 - + Segment specific message
 - + Senders
 - Sales reps, leaders, general Heartland emails
 - + Topics/themes
 - + Layout
 - + CTA format
 - + Content
 - Gated downloads, blogs, general landing pages

Content Planning

Gantt Chart



Topics/Themes Q2 2022

April - Direct mail messaging alignment

May - Success stories

Jun - Dr. Different Content

Continuous Improvement

