CRM Solutions

Sign-Up Page Campaign Case Study

GOAL

The LionShare team collaborated with a West Coast health system to develop and promote a sign-up page, capturing first-party consumer preferences on health topics of interest.

ACTION

Based on these consumer preferences, monthly topic-specific emails were sent to engage and inform interested subscribers.

TAKEAWAY

Personalizing emails based on first-party consumer preferences led to exceptional open rates and ROI, highlighting the effectiveness of targeted engagement.

34%+

Average Open Rate

21%

Utilization of Goal Services

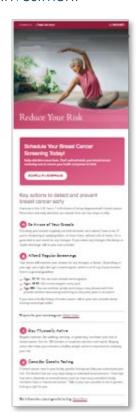
\$4,489.06:\$1

Return on Investment









Empower the possibilities. Let's start a conversation.

+1-800-928-0712 lionsharemarketing.com info@lionsharemarketing.com

