

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

The image displays a sequence of four mobile device screens. The first screen is a sign-up form titled "LET US KNOW WHAT INTERESTS YOU:" with sections for "Online Newsletters" (including "A Healthy Tomorrow (General Health Topics)", "Loops & Bounds (Child and Family Health)", and "Children's Health") and "Topics of Interest" (including "All Events", "Behavioral Health", "Birth and Beyond (Maternity)", "Cancer Care", "Health and Wellness (includes COVID-19 updates and Recipe of the Month)", "Heart Health", "Weight Management", and "Women's Services"). Below this is a "Contact Information" section with fields for First Name, Last Name, Email Address, Address, City, State, and Zip, along with a "Submit" button. A blue arrow points from the form to the second screen, which is a mobile article titled "Sleep and Your Heart Health" with a sub-header "Why Choose Us for Cardiology Care". The third screen is a mobile article titled "a HEALTHY TOMORROW" with a sub-header "CELEBRATING THE MEN IN OUR LIVES". The fourth screen is a mobile article titled "Reduce Your Risk" with a sub-header "Schedule Your Breast Cancer Screening Today!".

Empower the possibilities. Let's start a conversation.

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