



Case Study: Marketing Automation and Personalization to Increase Campaign Engagement

HIGHLIGHTS:

- **\$2.4 million in revenue growth** in 2 months
- Email Opens Increase of **10.1%**
- Email Clicks Increase of **155.8%**
- Increase in website engagement from email marketing efforts by **64%**
- Increase in new contacts from email marketing efforts by **94%**
- **Engaged 265,000 new contacts** from email marketing

The following showcases how Prism Global Marketing Solutions leveraged marketing automation with machine learning to deliver personalized emails at ideal engagement times, which increased their client's email engagement rates (both opens and clicks), grew new contacts from email marketing, and re-engaged dormant contacts to get them excited about the brand content.

About the Company:

This B2C healthcare company has a fat-freezing medical device which is the only FDA-cleared, non-surgical fat-reduction treatment that uses controlled cooling to eliminate stubborn fat that resists all efforts through diet and exercise.

Challenge:

This B2C healthcare company is a widely known brand with a great deal of consumer interest in their non-invasive fat reduction procedure. With a variety of large marketing campaigns every year, they draw in hundreds of thousands of new contacts that are looking to learn more about the procedure and connect with a local provider to see if they are a fit. Because of that, they were facing a challenge of contacts entering their database, and then not engaging with email after the first month or so. To help with this challenge, Prism Global Marketing Solutions needed to find a solution to keep contacts engaged with email over time, improve deliverability with millions of emails being sent per month, and increase opens and clicks to drive continued consumer interest in the treatment.

This Healthcare Company Wanted to Achieve the Following 4 Improvements in their Email Strategy:

1. Optimal Send Times: This company was seeking a solution to connect with their growing audience. The traditional single email is not effective in their case because batch emails don't take into account data that you have on an individual on when they typically *engage* with email.

For example, while sending one batch email at 9am to a subscriber on the east coast might seem like an optimal time for that contact, that same email could be sent to a subscriber on the west coast at 6am, which may not be an optimal time for that contact. It all depends on the lifestyle of the individual, when they typically read emails, and the best time to connect. With this being a consumer audience, that time varies widely because it doesn't depend on weekday sends at certain times based on industry open rates. It's completely unique to the individual, when they open email, and when they engage with content on a regular basis.

2. Personalized Communications: Segmenting by time zone is just not enough anymore. It is no longer about the "one to many" communications, but it has moved to connecting on a "one to one" basis with your growing list of subscribers. Think about when you typically engage with an email and when your colleague engages with an email. You may find that the best time to engage with your emails is 9pm, while your colleague may find the best time is 12pm. By sending emails on a day and time that you already know an individual will engage with you will automatically have a positive impact on email engagement.

3.Re-engage Contacts: This company was seeing a decline in the number of contacts regularly engaging with their emails in late 2017/early 2018. By focusing on sending more personalized emails at their contacts' optimal send times, they wanted to successfully re-engage these dormant contacts.

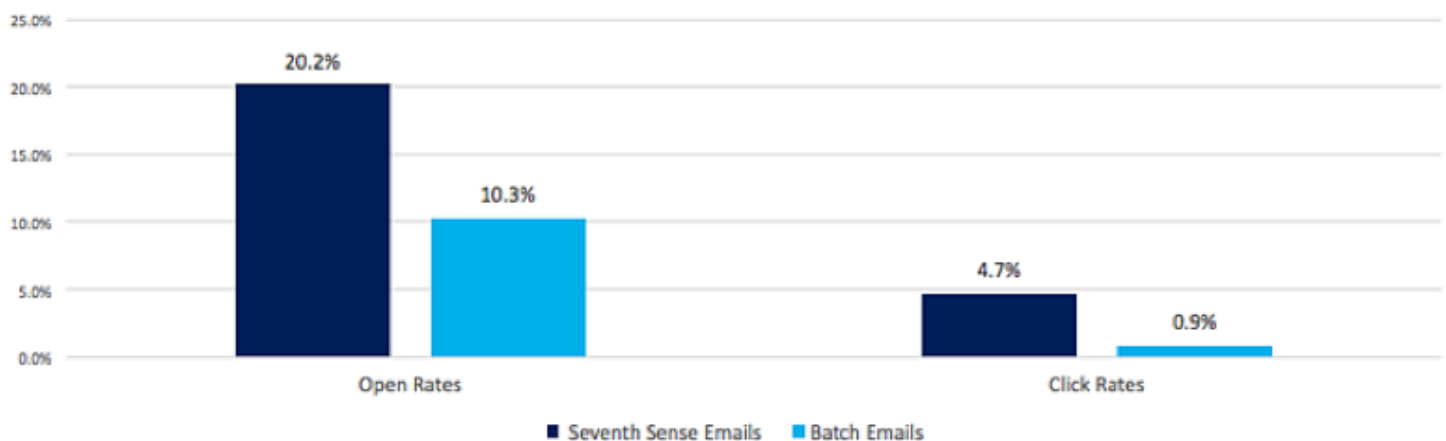
4. Improve Deliverability: With the number of contacts in the company's database, sending a batch email could be detrimental to their email reputation by sending so many emails to their contacts at one time. Seventh Sense allows Prism Global Marketing Solutions to throttle their email sends, thereby increasing deliverability and spreading out the load on their systems. By doing this, we're able to increase their sender reputation with major email providers improving overall deliverability.

What Were the Results for Overall Email Marketing and Marketing Automation Engagement?

Utilizing the power of analytics through Seventh Sense and HubSpot, this healthcare company achieved the following email marketing results in 2018.

The following shows the average open and click rates of 2018 emails sent through Seventh Sense vs. the average open and click rates of emails sent as a simple "batch" email, or a onetime send.

2018 Email Performance: Seventh Sense vs. Batch



Performance of Emails Sent Through Seventh Sense vs. Emails Sent as "Batch":

- **Average Open Rates**
 - Seventh Sense Email Sends: 20.2%
 - Batch: 10.3%
 - Increase in Open Rates: **9.9%**
- **Average Click Rates**
 - Seventh Sense Email Sends: 4.7%
 - Batch: 0.9%
 - Increase in Click Rates: **3.8%**

What does this mean? A significantly higher percentage of individuals opened and clicked the emails sent through Seventh Sense compared to the Batch, or one-time send, emails.

Increased Sessions & New Contacts from Email Marketing:

By increasing email open and click rates, this company was able to:

- Increase website engagement by increasing their website sessions from email marketing efforts by **64%**.
- Increase new contacts from email marketing efforts by **94%** in 2018.

The following charts show the increase in sessions and new contacts from email marketing in 2018 vs. 2017.

Website Sessions from Email: 2018 vs. 2017



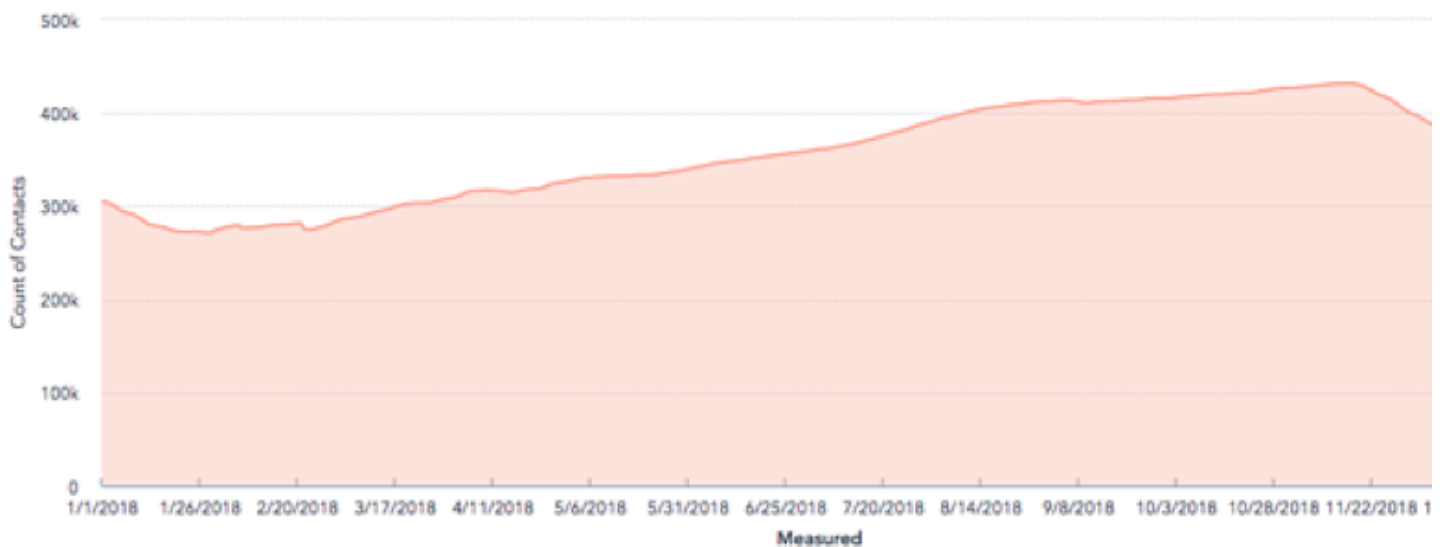
New Contacts from Email: 2018 vs. 2017



Engaging New and Re-engaging Dormant Contacts:

In addition to increasing their subscribers' engagement rates, this company was able to engage new contacts and re-engage contacts who had once been active, however went dormant.

- **Engaged 265,000 new contacts in 2018.**
- **Re-engaged 54,000 contacts** who had gone dormant at least 90 days prior to the beginning of 2018 (see chart below that shows overall email engagement increase). This number represented 24% of their total contacts (average re-engaged rate is 15%).



Campaign-Specific Example

This company sends a monthly campaign that goes to all contacts in their database. This email needs to be sent on the same day of every month because it is promoting their monthly nationwide consumer events, which are events held at the provider's offices educating consumers about this company's treatment.

These are highly personalized automated emails that personalize up to **80 unique tokens per person** receiving them. This email goes out to 1 million+ contacts every month.

Automation is used at all stages in this campaign for email automation, internal and external notifications, survey sends and feedback responses, and more.

- **Personalization:** The personalization is based on the location of the consumer, and the provider events that are taking place in their area over the next month. For example, since I'm based in Phoenix, the email captures the 10 closest events to me in the next month.
- **RSVP Process Automation:** Once someone clicks on the "RSVP Now" button, that will send an immediate RSVP notification to the provider, and a confirmation email to the consumer.

Using Seventh Sense and HubSpot, we were able to optimize the time of day the email is sent to each contact to improve deliverability, since this is such a large driver of new consumer patients. By utilizing automation with machine learning to optimize the send by time of day, we have seen the following results:

- Email Opens Increase of **10.1%**
- Email Clicks Increase of **155.8%**

Since we know that 77% of consumers who attend an event eventually become customers, we can infer the following results. This is just comparing over a 2-month timeframe sending these emails through Seventh Sense, in comparison to sending without Seventh Sense.

- **42% increase** in treatments booked from an event
- **\$2.4 million in revenue growth** in a 2-month timeframe from event attendees

This example of personalization, marketing automation and machine learning working together shows that email marketing is not a thing of the past. When used correctly with the data available to you, you can significantly increase your email open and click rates, grow your new contacts and leads from email marketing, and re-engage your dormant contacts. This will help you leverage email marketing to continue to communicate more effectively with your database.

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