

# 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]

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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%
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<input type="checkbox"/>		Review email campaign - LIV... info	Sent	Jul 26, 2022 7:18 pm	Sent To 292	Open Rate 29.79%
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