



CASE STUDY

An example of a successful marketing campaign, built one brick at a time.

PRODUCT

Software, Veterinary Industry

CAMPAIGN

Brand Perception Survey

GOALS & PROCESS

Primary Goal: To create and deploy a blinded survey to the veterinary industry to conduct an objective brand perception assessment.

Process: Red Brick Partners created and blinded a brand perception survey, deployed email to the customer's customer database, the customer's prospect database, and through third party media.

RESULTS

- **113** Responses from the customer database
- **270** Responses from the prospect database
- **119** Responses from a sponsored newsletter paid ad (\$10 per response)
- **489** Responses from a stand alone 3rd party email (\$7.37 per response)
- **991** Total responses

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PARTNERS

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