



CASE STUDY

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

PRODUCT

Software, Veterinary Industry

CAMPAIGN

Automation for Sales Reactivation

GOALS & PROCESS

Primary Goal: To re-engage prospects who abandoned the website at key conversion points to convert page drops to demonstrations and self-serve sales.

Process: Red Brick Partners created page drop re-engagement emails for the sign-up page, product information page, veterinary page, and home page.

Our team also created an email to follow up with marketing qualified leads from key campaigns with a personalized sales message and calendar booking link.

RESULTS

- **Veterinary Page Drop: 41 Closed-Won Deals Over 10 Months**
- **Product Page Drop: 23 Closed-Won Deals Over 10 Months**
- **Home Page Drop: 97 Closed-Won Deals Over 10 Months**
- **Sign Up Page Drop: 172 Closed-Won Deals Over 10 Months**
- **Sales Booking Link Re-Engagement Email: 3 Closed-Won Deals After 2 Emails, 35% open rate, 16% CTR**

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