



TAKE 5 MEDIA GROUP

Educational Multi-Touch Marketing **Case Study**

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Educational Multi-Touch Marketing Case Study

Campaign Scope

Category: Education

Brand: Leading College-Entrance Exam Company

Scope of Work:

3-touch email campaign of 956,748 per drop.

Lifestyle Target:

College-bound seniors and parents of college-bound students nationwide.

Volume:

College-bound seniors: 1,479,291

Parents of college-bound students: 1,390,954



Educational Multi-Touch Marketing Case Study

Scope & Results: College-bound Seniors

Email Volume

1,479,291

Definitions

Email Volume:
Emails deployed

Total Opens:
Total emails opened

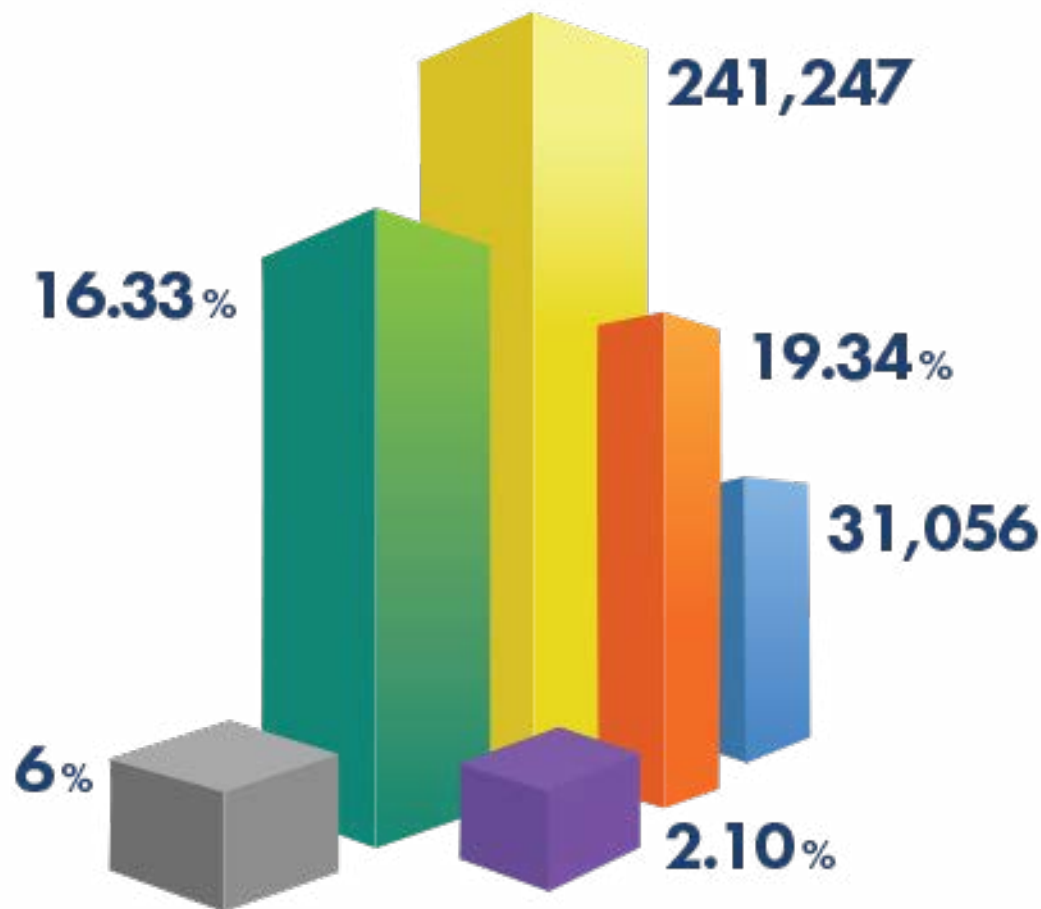
Open %:
Total opens divided by email volume

Total Clicks:
Total number of clicks

Click %:
Total clicks divided by email volume

Click-Through Rate (CTR):
Total clicks divided by total opens

OPEN RATE %



TOTAL
OPENS



OPEN %



TOTAL
CLICKS



CLICK %



CTR



INDUSTRY
STANDARD



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Campaign Strategy - Targeted Email

Deployed

1,479,291

Campaign Name:

College-bound seniors

Mission:

To increase online registrations.



*please note that the image above is a "representation" of the creative that was delivered during your campaign and may appear differently.

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Campaign Results

Campaign Results:

As a result of the successful multi-touch campaigns, the advertiser increased its online subscriptions by 29.9%. They subsequently repeated the campaign to Take 5's college-bound students and parents of college-bound students database with monthly broadcasts.



Educational Multi-Touch Marketing Case Study **Scope & Results: Parents with college-bound students**

Email Volume

1,391,973

Definitions

Email Volume:
Emails deployed

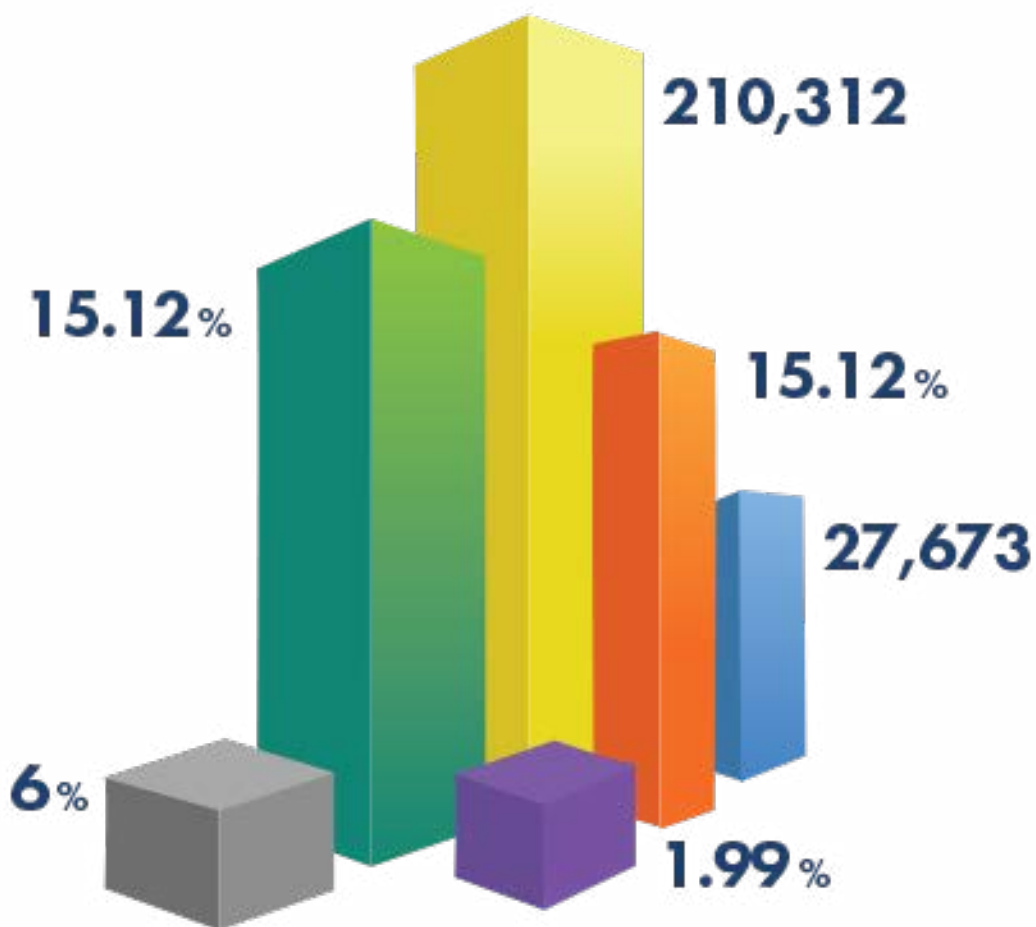
Total Opens:
Total emails opened

Open %:
Total opens divided by email volume

Total Clicks:
Total number of clicks

Click %:
Total clicks divided by email volume

Click-Through Rate (CTR):
Total clicks divided by total opens



OPEN RATE %

TOTAL OPENS



OPEN %



TOTAL CLICKS



CLICK %



CTR



INDUSTRY STANDARD



Educational Multi-Touch Marketing Case Study

Campaign Strategy - Targeted Email

Deployed
1,391,973

Campaign Name:
Parents with college-bound students

Mission:
To increase online registrations.



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