

11-11-15

ROI Case Study – 259% Bump **Million-dollar lift is *NOT* hyperbole (makey-uppy):**

Want to see great revenue lift from a single promotion?

...and the missed opportunity of not having email promo?

This case study illustrates how a quickly implemented test proved out dramatic revenue lift for a B2B wholesale store chain's new email campaign. In this random-select, A/B split test, an email blast was sent to only half of all active, eastern U.S. customers, to promote a single upcoming sales event.

Results:

Group A: These customers did not receive advance email promo for the sale event, and showed total revenue over the sales event dates of **\$640,176**.

Group B: This same-size group of customers did receive advance email promo for the sale event, and showed total revenue over the sales event dates of **\$1,661,770**.

A 259% boost!

One million extra dollars? From a single promotion? Let's all lean in to that!

Promote your business fully and thoughtfully with well-timed, customer-focused content—and get magnified revenue lift for your customer events!

Learn more: www.builditmarketing.com

copyright 2015, Build It Marketing