

SAVVYMOM.CA

Lifecycle Email Program Gap Analysis with two specific email program strategy and launch plans grew unique click rate by **450%**



CAMPAIGN OBJECTIVE/CHALLENGE:

- Create new lifecycle marketing opportunities and optimize existing programs
- Launch Welcome Email Series and Preference Center

RESULTS:

- 4.5x Lift in Unique Click Rate
- Compared to last email, 50% more click in email after open
- Mobile viewers 2X higher click rate than desktop viewers



"The welcome message series gave them a much more appealing view of SavvyMom. It helped them stay more engaged and be more active with what we were doing. It also confirmed that we achieved our goal of engaging that 20% of readers who are mobile."

- Sarah Morgenstern, Publisher & Co-founder