

QoQ Increase in Website Visits Attributed by Sponsored Messaging Investment

At a glance

Capitalized off of Q3 sponsored messaging ad performance by doubling Q4 investment. Maximized website visits in driving users to sign up for company newsletter.

CHALLENGE

Capitalize off of top performing message ad delivered from brand executive to continue reaching high-intent audience with a personalized unique tech policy message - authentically expressing how the user can benefit from taking a desired action. Ultimately sparking user interest in driving clicks to landing page for newsletter signups.

SOLUTION/RESULTS

Increased Q4 investment that proved to capitalize off of Q3 performance. Doubled investment drove head-to-head QoQ CTR, CPM, CPC, Open Rate, Cost per Send, and Cost per Open while driving a 103% increase in impressions, 99% increase in opens, 91% increase in clicks to landing page, 78% increase in conversions, and a 12.58% decrease in cost per conversion.

BENEFITS

Benefit One

1

Connect with target audience through an authentic, human and trustworthy approach; utilize company executive/employee as sender of message to establish trust and conversions/website visits.

Benefit Two

2

Capitalize off of high performing Q3 message ad to maximize website visits - ultimately driving an increase in newsletter signups.

Benefit Three

3

Continue with an engaging user experience directly within a users inbox.



103%
Increase in Impressions



99%
Increase in Opens



91%
Increase in Clicks to Landing Page



78%
Increase in Conversions



12.58%
Decrease in Cost per Conversion



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