

## Situation

A newly launched direct to consumer business had limited emails in their database so email marketing was an ineffective part of sales generation. They needed to find ways to grow that channel to increase sales.

## Action

Researched possible partners (influencers) and found that "The Kitchn" had a very similar demographic to our target audience. We partnered with them for a multi-product giveaway. We created an email that was sent to their entire list leading recipients to our site to sign up.

## Results

- 250,000 emails sent. Open rate of 42% CTR of 32%
- We captured 24,000+ unique and valid emails.
- Initial sales 1 week from launch was \$8,500+
- Total sales from list after 2 months \$35,000+
- Total investment \$15,000