

Case Study

LEADING ECOMMERCE DEALS SITE DRIVES **4X ENGAGEMENT LIFT**

About:

The eCommerce site is a high-growth deals site with 1.3 million readers. It posts hundreds of deals every day - everything from cleaning supplies to vacation packages.

CHALLENGES:

- » Sending personalized emails with relevant deals' information to every user/subscriber of the website.

SOLUTION:

- » Automation of content population and delivery of emails.
- » Personalization of the content of each email to users/subscribers.

RESULTS:

- » Increase in click-to-open rate - 4X
- » Increase in open rate compared to the previous quarter - 22%
- » Deliverability rate - 99%

**4X**

Increase in click-to-open rate

**22%**

Increase in open rate

**99%**

Deliverability rate



METHODOLOGY

ZetaHub's machine learning technology used a deep understanding of the site's users to create unique, personalized emails with relevant deals for every visitor.

See how Zeta CRM helps today's marketers achieve their most critical goals.

Call 781-863-8117 to learn more, or visit us at zetaglobal.com.