

Case Study:

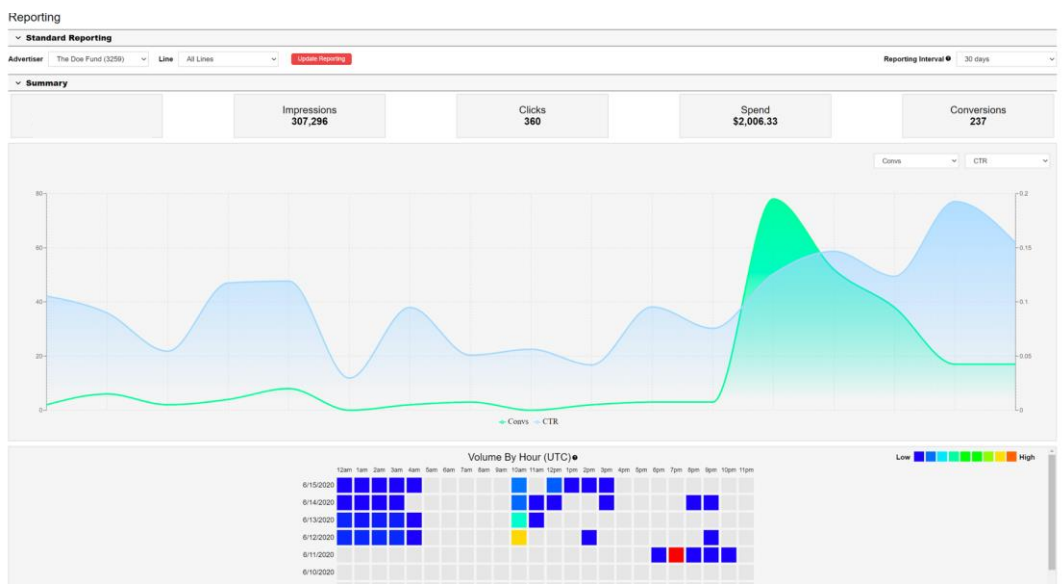
Direct Mail Open-Rate Enhancement

Software Company Gets the Most out of Existing CRM Email Lists

Goal: Increase e-mail open rates and lead generation for data migration platform

Channel: Display Banner Ads

Targeting: Used LiveRamp to onboard email addresses of users who receive their newsletter to drive lead gen



Results: Open Rate Increased 11%

The advertiser leveraged Pontiac’s partnership with LiveRamp to reach email recipients across the open web. This allowed them to focus on the most qualified users and supplement existing email correspondence. The campaign ran a simple 3x/day frequency against the onboarded audience with an overlay of highly ranked sites. Pontiac improved the open rate % on email blasts significantly above previous campaign results.

