

# SUCCESS WITH ACQUISITION EMAIL

## A leading U.S. sports betting & casino digital payments provider uses acquisition email to drive conversions

Looking to take advantage of the growing online betting market, a leading financial service provider asked Lighthouse to help them engage potential new customers and increase website traffic by driving their audience segments to sign up through a partner site.

### APPROACH

The financial services provider decided to try acquisition email to help increase site visits and new account sign-ups. They used Lighthouse's data for custom-built audiences based on their customer personas, matched to our intent and behavior data, in order to create an audience most likely to respond.

As the acquisition email campaign progressed, analytics and reporting showed that the advanced audience targeting helped drive click-through rates and conversions. Working closely with the financial services provider and their agency, we were able to suggest minor tweaks to the audience which helped to optimize the campaign's performance.

### CONCLUSION

Over a month, three different campaign touchpoints were deployed to three different audience segments which led to a **130% increase in conversions**. Typically acquisition email campaigns see a 2-5% click-through rate. The average click-through rate for this campaign was **more than double, at 11.55%**. Additionally, deliverability was near 95% reflecting the accuracy of our email data.

When matched back to the audience segments, the financial services provider found that there was a **20% increase in website traffic** driven by campaign activity. The campaign also identified an additional 5% of anonymous traffic, which the financial services provider can choose to market to or create new audiences from in the future.



### RESULTS



**11.55%**

Average click-through rate



**20%**

Increase in website traffic



**130%**

Increase in conversions

For recommendations or custom queries, contact:

Mark J. Traverso, 954-489-3008,  
mark.traverso@lighthouselist.com

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