

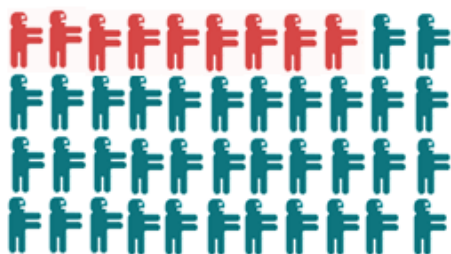
OUTPERFORMING INDUSTRY BENCHMARKED AVERAGES...



# SUCCESS METRICS

## THE IMPACT

OF INTEGRATED DIGITAL AND TRADITIONAL CAMPAIGNS HARNESSING THE POWER OF CUSTOMIZATION, TESTING, OPTIMIZATION & COLLABORATION FOR RELEVANT ENGAGING CONTENT.



SMS & VOICE BROADCAST CAMPAIGNS, P.O.P.-LOCAL PROPERTY PROMOTIONS: **INCREASE LEADS BY 30% AND RE-ENGAGED "ZOMBIES" CONVERTING 9 OF 44**



**DATABASE CUSTOMIZED DASHBOARDS & ACTION PLANS**  
VIDEO TRAINING SERIES  
A+ CUSTOMER SUPPORT  
**INCREASING RETENTION BY**

**42%** RESULT: **+23% CONVERSION**



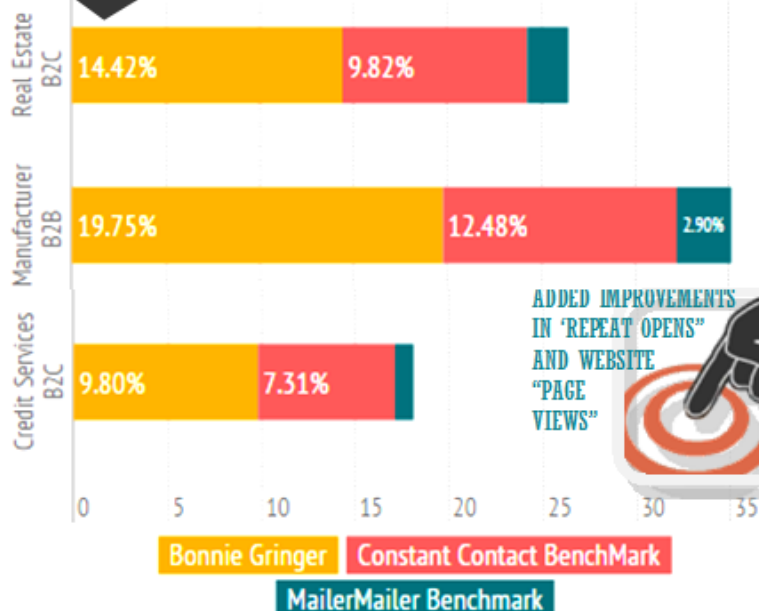
COLLABORATED WITH **INDUSTRY EXPERTS FOR CONTENT**



### TESTING & OPTIMIZATION

- Time and Frequency
- Copy & Layout
- Call-To-Action Button
- Trust Badges

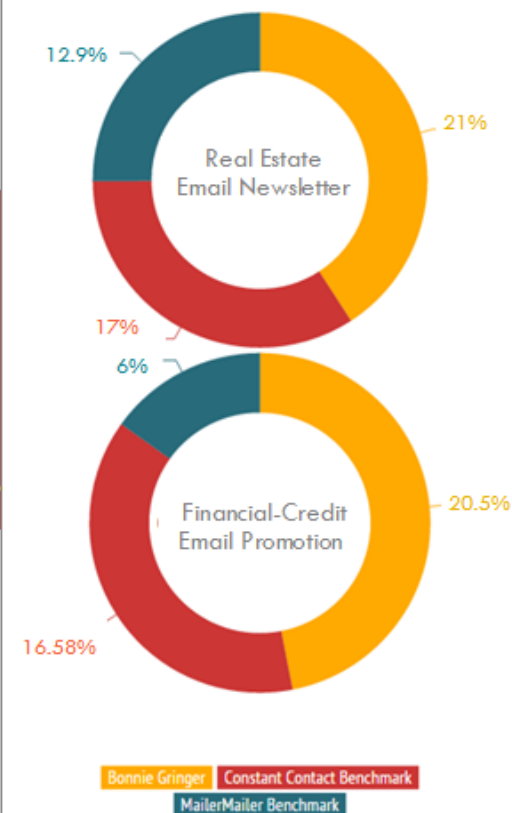
## EMAIL CAMPAIGN CLICK-THRU-RATE BENCHMARK COMPARISON



ADDED IMPROVEMENTS IN "REPEAT OPENS" AND WEBSITE "PAGE VIEWS"



## EMAIL CAMPAIGN OPEN-RATE BENCHMARK COMPARISON



### OPTIMIZATION STRATEGY

- KEY CONTENT UP TO "PREVIEW" LINE
- SUBJECT CUSTOMIZED & A/B TESTED
- TRIGGER EMAILS FOR CROSS-SELLING

**LEAD-GEN 124%**  
**DATABASE GROWTH & \$275**  
**ROI**

**BOOSTED HOME SALES \*\$2.5M PER AFFILIATE**