



# CASE STUDY

An example of a successful marketing campaign,  
*built one brick at a time.*

## PRODUCT

Orthopedic Dog Beds

## CAMPAIGN

Product Bundle Giveaway

## BACKGROUND

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The client's existing email database was very small, consisting primarily of customers. To strengthen their email marketing strategy, they needed a large influx of new email contacts, and because they did not have a large budget to work with, they needed to achieve this using a highly targeted and cost-friendly campaign.

## GOALS & PROCESS

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*Primary Goal:* Increase market awareness about a premium pet product to bring new, targeted leads into the email database, which would then also be used to enable future nurturing programs.

*Secondary Goal:* Forge partnerships with synergistic products in the industry to create future cross-promotion opportunities.

To achieve these goals, Red Brick Partners identified and engaged partners with synergistic products to create a fun product bundle giveaway, and then promoted the giveaway with a comprehensive marketing campaign that included advertising, social media, email, and partner collaborations.

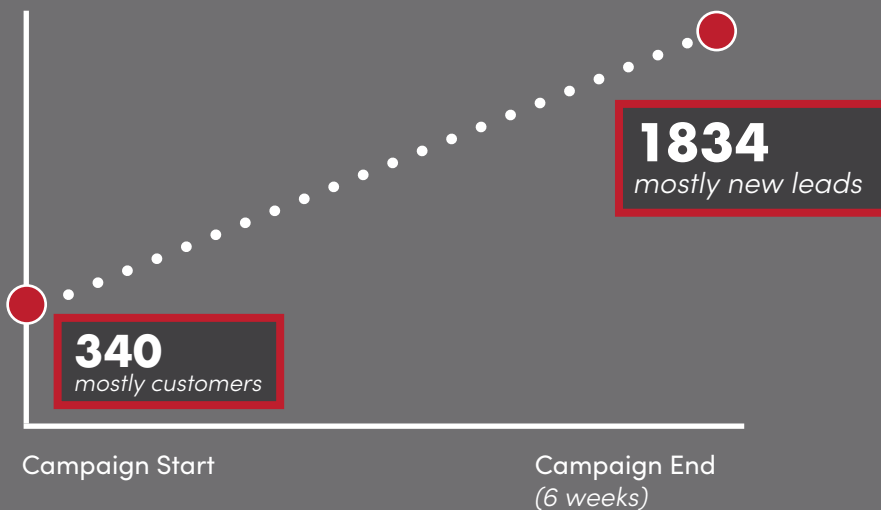
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## RESULTS

- Grew database over **5X**
- Achieved a modest cost-per-lead of **\$0.44**
- Fostered an engaged email database, with a subsequent average open rate of **22%** and click-through rate of **2.1%**

## DATABASE GROWTH



In just **6 WEEKS**, Red Brick Partners grew the database to over **5X** its original size with hyper-targeted leads.

## TAKEAWAY

With a modest budget and short timeline, Red Brick Partners was able to achieve and exceed the set goals. Using a highly engaging product bundle giveaway, and a multi-channel promotional approach, the client saw a 500% increase in their database size in just 6 weeks. They furthermore benefited from the establishment several mutually beneficial relationships with complementary companies that will empower them to repeat similarly successful promotions in the future.

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