

PARTIAL MONETIZATION

If You Don't Have An Effective Email Remarketing Strategy You Could Be Leaving \$3.00+ Revenue Per Record On The Table!

"We tested email marketing but were never able to make it work. Our emails didn't get into the inbox and we were not sure why. The software was expensive and complicated to use. To be honest, we just didn't have the resources to manage this effectively and gave up. We were introduced to LiftLogic and within days they implemented an email program that has created a meaningful revenue stream for our business. We would highly recommend LiftLogic to anyone looking to monetize their email data."

– LiftLogic Client: Matt S.

Overview

In partnership with LiftLogic, the industry leading email remarketing provider, LimeLight's Partial Monetization solution specializes in converting abandoned carts (or partials) to sales, and cross selling products to existing customers, through custom email drip campaigns. Recover lost sales from cart abandonment and get a 5-15% increase in daily sales volume and revenue – all at a significantly lower CPA. That could mean thousands more in sales every month with virtually no extra time and energy spent for you.

The Challenge

This client had a steady flow of prospects who would abandon before purchasing but no email strategy to monetize them. The reason? Email is hard to do well without dedicated resources. They tried in the past but were never able to get it to work in a meaningful way. If this sounds familiar you are not alone!

The Solution

The day after the client's free consultation, LiftLogic evaluated their metrics and determined that there was an opportunity to create a meaningful revenue stream. LiftLogic proposed a comprehensive email strategy to monetize their data including: creative design, CAN SPAM / CASL / GDPR compliance, delivery monitoring, measurement, attribution and more. The client saw the significant revenue opportunity, signed the agreement and went live that week.

The Results

Trial Offer: 1/1/2018 – 2/27/2018

Total Partial Sent: **33474**

Unique Opens % of volume: **35.59%**

Unique Clicks % of volume: **12.3%**

Total Revenue: **\$67,720**

Effective VPR: **\$2.02**

True EPC: **\$16.44**

Incremental Monthly Revenue: \$33,860

Straight Sale Offer: 1/1/2018 – 2/27/2018

Total partials sent: **5328**

Unique Opens % of volume: **33%**

Unique Clicks % of volume: **10.9%**

Total Revenue: **\$15004.69**

Effective VPR: **\$2.82**

True EPC: **\$25.91**

Incremental Monthly Revenue: \$7,500

Learn More: Contact Us Today!

Contact us at sales@limelightcrm.com to see how much revenue an email remarketing strategy can add to your bottom line. Our fees are 100% performance based, no set up costs to join, ever.