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## Case Study: Email Marketing

### **HEDGES & COMPANY PUTS CUSTOMERS' EMAIL ADDRESSES TO WORK AND ITS CLIENT SEES IMMEDIATE GROWTH IN REVENUE**

#### The Challenge

An internet catalog company had collected over 100,000 email addresses from customers but wasn't sure how to use them. Its primary goal was to increase revenue but they also wanted to increase visitors to their website and increase catalog requests.

#### Our Approach

The strongest marketing tool a company has is its own customers. Hedges & Company has extensive experience with helping clients create a customer database and then monetizing it to boost sales. We gather all the customer data available and clean it up. This means standardizing the data, segmenting by important criteria and filling in missing information where possible.

Hedges & Company then created an email newsletter to showcase their brand as well as their wide variety of custom and hard-to-find parts. Using our in-house platform, we sent emails to their customer list twice per month, with new content and products featured in each email. Hedges & Company manages all aspects of the email-marketing program including monitoring delivery rates to ensure all email addresses are up to date.

#### End Results

- Received 10 times their investment back in revenue in the first two emails.
- Email campaigns provided trackable sales ROI.
- Site visits increase 50% when an email is deployed.
- Requests for catalogs increased.

*Hedges & Company is a full service digital marketing agency serving the automotive aftermarket, motorsports and powersports industries. We specialize in Internet marketing, market research, analytics and data. We are a Google Partner Agency and members of MRA, AAIA, Auto Care Association, PWA and SEMA.*