



# The Total Transformation program's email click through rate rose to over 1000% above the industry average

## Overview

The Total Transformation Program takes parents step by step through understanding and managing their child's behavior and shows them exactly what they need to do to develop their child's problem solving skills—stopping bad behavior for good.

## Opportunity

The Total Transformation Program had been sold worldwide generating incredible stories of parenting success all over the globe. These stories had yet to be told and needed to be shared amongst the parenting community as inspiration that child behavioral issues can be a lot simpler to manage given the right parenting toolset. The opportunity lied in telling these stories through video in an effort to engage online visitors and ultimately make them believe that *The Total Transformation Program* will help their children as it has for thousands of families.

*"The whole PatraCompany team have been fantastic to work with. They're real professionals who have a great eye for producing video content that sells- and they have fun doing it. I'd highly recommend PatraCompany to anyone looking to create dynamic, believable video."*

Steve Anderson, CEO  
The Total Transformation Program



## Challenges

1. Gain permission from families to tell their story
2. Travel to multiple locations with video production gear
3. Capture each family's story without a script in place

# VIDEO CASE STUDY

## Solution

We reached out to families who've had success with *The Total Transformation* Program, gained permission to tell their story through video, and set a date for a visit. We were able to gain permission from our goal of eight diverse families and set production dates. We produced a two-minute, one-minute, and 30-second version of each family's story for various use cases from *The Total Transformation* website, to their social profiles and email marketing campaigns.



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*Empowering Parents* has been giving readers "straight talk and real results" since 2007. Committed to providing parents and caregivers with sound advice using the same Cognitive Behavioral Therapy principles that *The Total Transformation* and their other programs are based upon.

## Results

- 14% percent increase in weekly sales with video on product page
- Email click through rate over 1000% above industry average (Education / Training)
- Average time on site increase by 1 minute in length resulting in reduced bounce rate

