

GOAL: ACQUIRE SOCIALLY REFERRED NEW-TO-FILE CUSTOMERS WITH HIGH LTV.

STEP ONE: Initial Marketing Push Across Various Channels

- 5% higher open rate
- 10% higher click-through rate
- 55% of clicks opted in

STEP TWO: Prompt Opt-Ins To Refer Best Friends

- 4.9 friends tagged on average
- 42% of opt-ins generated from social referrals

STEP THREE: Notify All Opt-Ins Of Short-Term Offers To Claim

- 80% of opt-ins claim within 20 minutes

New Customer Files:

56,198 emails

Immediate Revenue:

\$850,000

New Customers Avg.

15% higher spend than most channels over 90 days

