

Incubapps gets a 10,36% in click rates compared with the 2,15% its sector normally has

CLIENT: Incubapps

ESP: SendGrid

Incubapps developed [Flashfy.com](https://www.flashfy.com), an app targeting mobile marketing and advertising for small businesses, encouraging users to easily access their promotions through mobile devices. Users download the app to find the closest promotions location-based while store managers publish them.

OBJETIVE:

Find stores to download the app and publish their promotions. 3 different videos for these specific sectors were launched: Food & Beverages, Health and Beauty and Fashion. They all showed cases of how potential clicks can get with this app. As recommended by SendGrid emails were sent gradually to heat the IP. In the sixth sending they had 100% deliverability and in the last one they reached 99,82%. This clearly shows that Viewed's technology doesn't affect deliverability.

RESULTS:

The success lies in the fact that all videos were viewed several times by the user, increasing their engagement and causing that email clients considered video email as high quality content. Reliability increases and the antispam filters that previously



**Following SendGrid
recommendations,
emails were sent
gradually, helping to
increase deliverability
up to 100%**

blocked the content, now, in future sendings, will not do it again. Another important fact is that users view the email in different devices because the opening rate was 59,58% and the unique opening rate 28,47%. That implies that the video was displayed correctly regardless of the device, indicating to the email clients that it was adapted to each user so the sender's reliability improves as well. The formula is like this: quality content perfectly adapted to the user's

technology = reliability improves. This opening rate was the result of 7 different sendings. In the first fourth sendings, video was included and in the last ones no video was embedded but it was sent to all users who had already opened the video email while the last

The opening rate is very high, 59.58%, compared to the standard 18.50%, Marketing and Advertising sector usually has or the 21.11% of the Services sector

sending was only to those who clicked. Surprisingly the click rate was 10,36%, well above the 2.15% that the Marketing and Advertising standard rates have and 2.73% of the Professional Services sector. Evidently the video email played an important role in the users' behavior, but it was also due to the good strategy developed by Incubapps. The email subject contained the recipient's name and was sector-related. Thus the user feels that the email has been specifically created for him, establishing a 1 to 1 relation. In addition, the videos didn't mention the product itself, but the commercial benefits that can be obtained by using the app. Videos were evocative, showing how different sites within the sector were getting more clicks thanks to [Flashfy.com](https://www.flashfy.com).



CONCLUSIONS:

Almost 100% deliverability rate, after several video email sendings an increase of 220%, compared with the standard's rates of the sector, and 382% more of CTR. SendGrid's sending technology with Viewed's embedding video system and a successful content customization strategy focused on benefits have created a perfect 10 combination.