



Reviewing Capture by Campaigner's Impact for the US Financial Sector



Background & Implementation



Specializing in the financial sector in the United States, this user offers online-only financial services. Being seasonal in nature, they aimed to maximize their online registrations with Capture by Campaigner.

Using Capture For Mailing List Growth



Despite a steady flow of website traffic, they found it challenging to effectively capture potential leads who visited their website during their busy season and encourage them to become active users.



Recognizing the potential revenue loss from missing out on prospective website leads, they utilized Capture By Campaigner, a solution designed to effectively capture and nurture anonymous website leads.



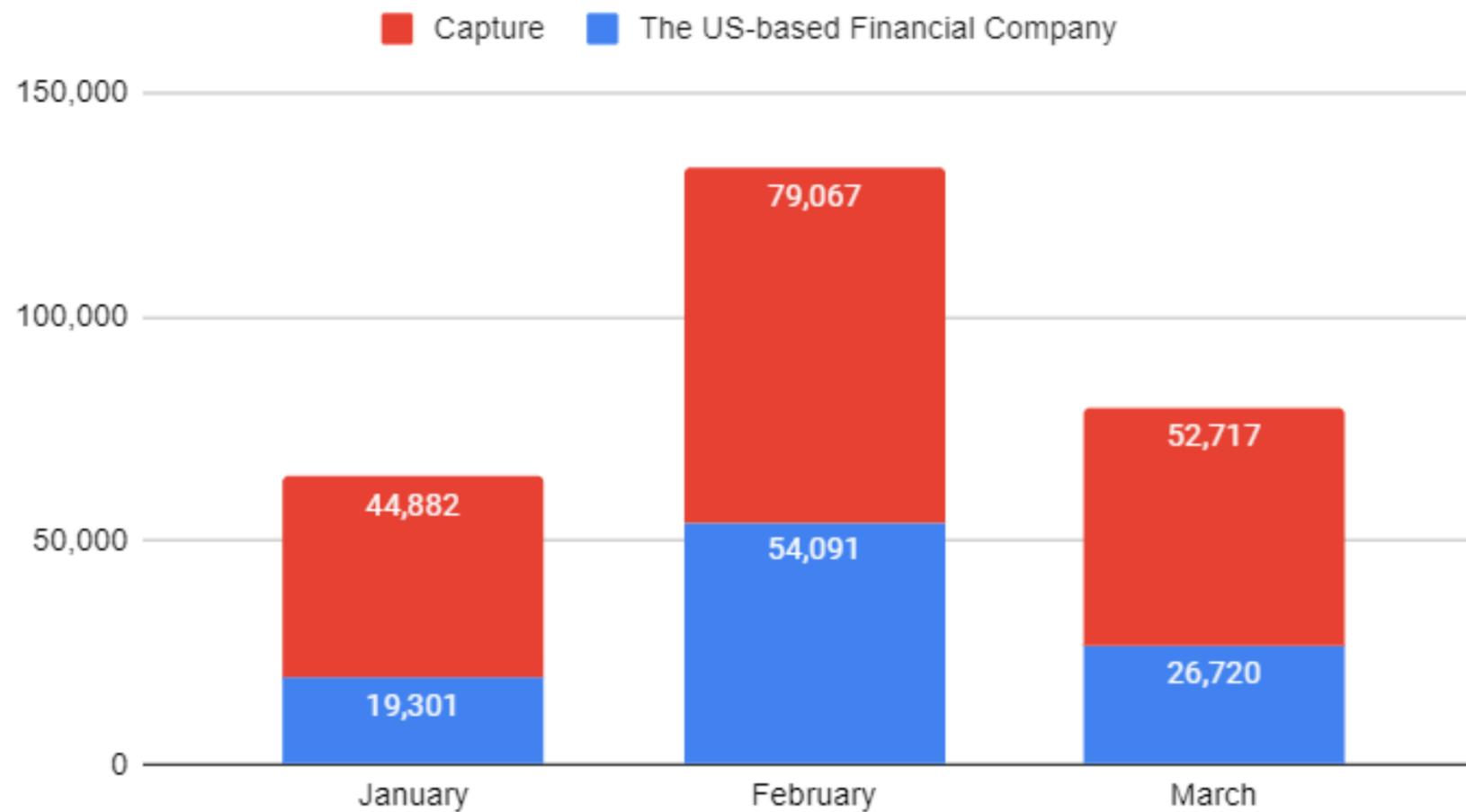
Their goal behind implementing Capture was to identify potential leads that were missed, engage with them, and increase the number of registered users in 2024.



The Role Of Capture In The Company's Growth Journey



List Growth Analysis



Analyzing The List Growth

Following the integration of Capture, they experienced significant growth in their mailing lists:

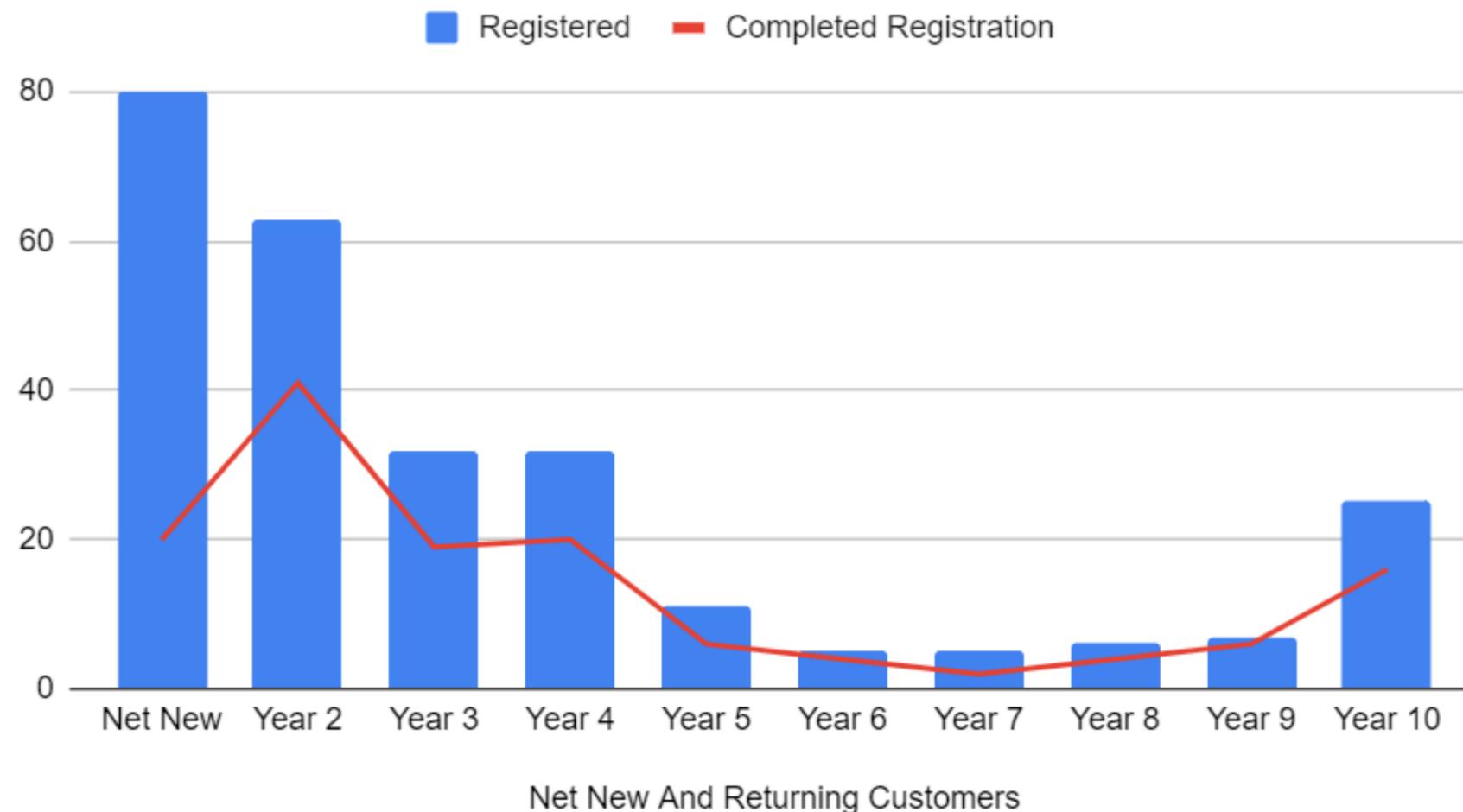
- Capture contributed to around 65% of the total list growth.
- Over three months, the average list growth from Capture, compared to their regular marketing campaigns, amounted to approximately 176%.

KPI: Drive Registrations

By sending a series of targeted emails, they were able to encourage both new and existing clients to complete their registrations.

- Capture attracted 80 net new registrations with a 25% conversion rate.
- Secured 186 repeat registrations, with an impressive 74.2% conversion rate.

Registrations Generated Through Capture



Cost Per Lead Breakdown



Total Leads Acquired:
176,666



Total Spent on New Leads:
\$8,332



Average Cost per Lead:
\$0.047



Interested in activating Capture by Campaigner?

Contact our Sales Team at salesteam@campaigner.com

