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POST-AACR EMAIL CAMPAIGN REPORT

LEADSTOBOOTH.COM

Prepared for: Invent Biotechnologies

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Goals

Promote Invent Biotechnologies (the client) to an audience of 6000+ AACR19' poster presenters, specifically, a series of three emails will be sent to:

1. Inform audience about client's innovative products
2. Describe client's product application areas
3. Educate audience about advantages of spin columns over traditional methods
4. Generate >100 "hot leads"

Milestones

- "1-min spin column" email [Completed]
- "Track proteins in cell" email [Completed]
- "Spin column vs. RIPA" [Scheduled for Apr 22]

Deliverables

1. 6000 leads (name, institution & emails)
2. Email engagement data (opens & clicks)
3. >100 "hot leads" (clicks & >3-time opens)



Email campaign results

Email (1) 1-min column

Total sent: 6176

Opened: $1332+405=1737$
(28%)

Clicked: $82+25=107$
(1.7% of total sent, 6.2% of
opens)

Email (2) Track proteins

Total sent: 6045

Opened: $1029+350=1379$
(22.8%)

Clicked: $27+14=41$ (0.68%
of total sent, 3.0% of
opens)

Two emails were sent for each campaign. The first email was sent to the entire audience, and the second email was sent to those who did not open the first email after about 24 hours.