

iMPACT LTV™ Case Study: ENGAGEMENT



SUMMARY: Two iMPACT LTV™ engagement campaigns averaged 97% satisfaction and over 62% monthly engagement.

CLIENTS: Two regional energy retailers; one in NY and one in TX.

GOAL: Create positive brand awareness with existing customers.

PROGRAM: Provided 50,000 iMPACT LTV™ engagement emails per month to residential and small commercial customers of electricity or natural gas. Each email was branded for the appropriate retailer, and some were co-branded for the broker / consultant. Customer satisfaction was surveyed over 12 months.

RESULT: 97% rated the experience as “Good” or better. 85% rated it “Great” or better. Over 62% of customers engaged monthly. Unsubscribe rates were negligible: 0.09%.

ROI: Total cost of the program was \$30k vs. \$43k dial outbound or \$56k direct mail.*

*Emails were sent 2-4 times monthly, compared to costs for monthly dial out-bound and bimonthly direct mail.