

## Increasing client through rates and uptake from company marketing emails

### Pristine Advisers

An award-winning firm that has built a reputation for providing high-end experience in:

- Investor Relations,
- Public Relations
- Media Relations field.

With thousands of valuable contacts and over 33 years in operation.



INVESTOR RELATIONS  
PUBLIC RELATIONS  
MARKETING



AWARD  
WINNING



33 YEARS OF  
EXPERTISE



EXPERIENCED  
TEAM

### Overview

Our Client was sending out blast emails containing their fact sheets and press releases whilst gaining no response at all.

Many emails were bouncing back stating that the client was now blocked from them for sending spam.

The client also received an abundance of “unsubscribe” returns, with no “new” signs up for information.

### Solution

After assessing the situation, we discovered that:

- Spam blockers were preventing many of the emails from reaching the intended audience
- With so many viruses going around – many people were reluctant to open up attachments
- The emails were not professional or uniform in any way.

Pristine Advisers developed a template that we use for all of our clients, in which we not only add the company logo; we make the email more consistent in nature and professional.

Recipients were now able to view the mentioned materials by clicking on a secured embedded link which would bring them to the company/funds website.

### Results

This gave us a sense of how the system was working and allowed us the opportunity to make changes to the system if necessary. Seeing how only 69% of recipients were originally clicking through the material, thereby, going to the website, we made some changes to the materials being sent and the presentation of how they were being sent, to get recipients to open and click through.

This resulted in the following:

**265%**

Website traffic increased.

**247%**

Visitors clicking through pages increased.

**87%**

Length visitors stayed on the page increased.

### ANALYSIS

With the increase in website hits, email click-thrus, length of time on the website pages, database sign-ups and decrease in returned emails we were able to clearly see the success of this program.