## More Than Doubling Click Rates for a Heavy-Duty Equipment Brand

Heavy Duty Equipment Brand

Campaign Click Rate Increase

1.49%
Average Click Rate

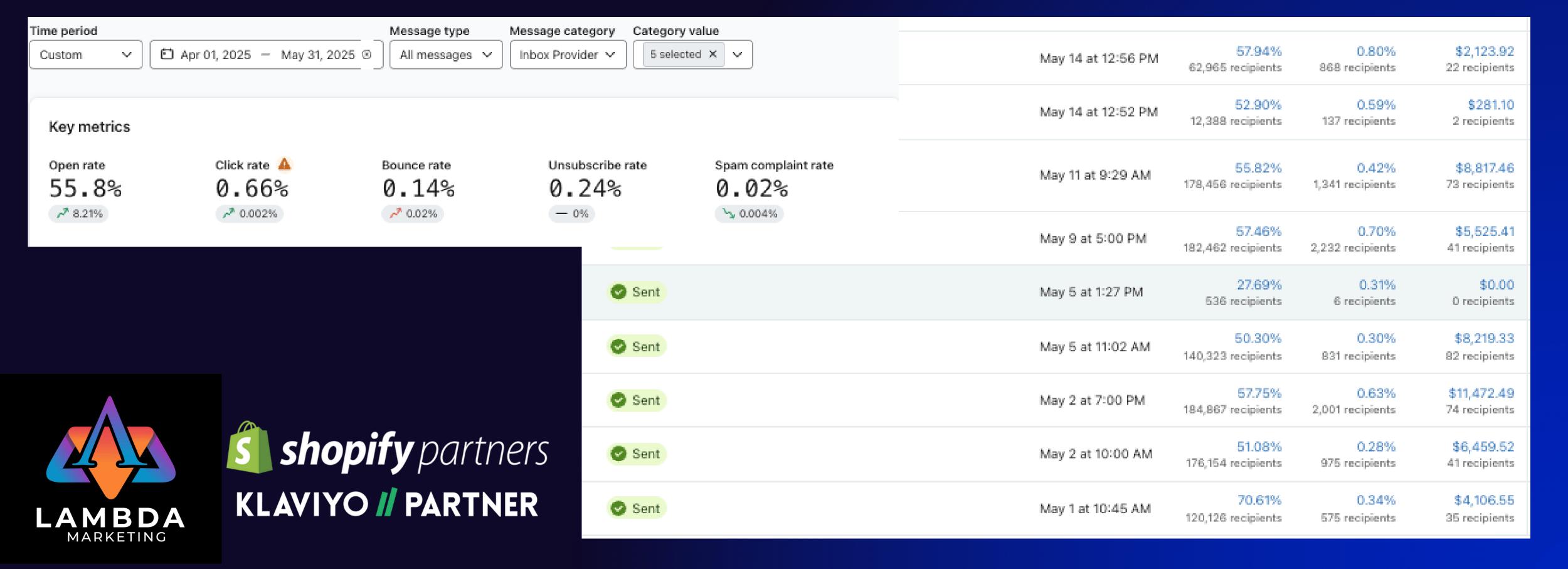
4.96%
Single Campaign Click
Rate

46%
Target Audience
Increase



## Overview

This heavy-duty equipment brand came to us in May with a clear challenge: campaign click rates were dangerously low, averaging just 0.66%, despite solid list size and engagement. They weren't seeing results from their email program and needed a strategy that could turn the channel into a meaningful revenue driver. Over the next 90 days, we implemented a comprehensive click rate optimization plan. This included improved segmentation logic, strategic sending patterns, engagement-tiered content strategies, and precise audience targeting to increase relevancy. The goal: increase click-through rates and revive the performance of their campaign calendar without compromising deliverability.



## Results

MARKETING

Click rates more than doubled over the 90-day window, hitting a consistent average of 1.59% by July and peaking as high as 4.96% on individual sends. Open rates also climbed to 60.32% with over 4 million total campaign recipients reached in July alone. Strategic improvements in both creative and segmentation allowed us to target more qualified subsets of their list, reduce audience fatigue, and drive stronger traffic to site. Even in a low-frequency, high-ticket industry, this email program became a reliable engine for engagement and conversion.

