

## **Case Study: Cold Email Marketing Success with Leads Generated by Conversion Hero**

**Overview:** “Conversion Hero Processing”, a credit card processing company, with no cold email experience, showing amazing results with open rates, conversion rates, as well as a profitable campaign.

### **Key Data Points:**

- “Conversion Hero Processing” generated 100 high-quality leads in a test batch searching for keywords related to point of sale, credit card processing, cash discount processing, etc.
- The leads were bought at a competitive rate per lead for the industry at \$3 per lead.

### **Email Metrics:**

- A 99% email delivery rate for the generated leads.
- The initial email had a 44% open rate, revealing relevancy to the recipients in what they were searching for.
- 5 opt-ins on the first initial email, another 60 day email sequence ended up having 4 more, so 9 op-ins in total making it known to “Conversion Hero Processing” that the prospective customers who opted in were looking for the product being offered through the keywords searched with Conversion Hero software.

### **Post-Trial Sales:**

- “Conversion Hero Processing” acquired 3 new clients as a result of the lead generation efforts from the 100 leads.
- Each of the 3 new clients represents a monthly sale of minimally \$300 for the lowest monthly cash discount offer for “Conversion Hero Processing”.

### **Profitability Breakdown for “Conversion Hero Processing”:**

- For each of the 3 sales, “Conversion Hero Processing” earns \$300 per month totaling a \$900 per month increase in revenue minimum.
- The average life of a customer for “Conversion Hero Processing” is on average 4 years.
- 3 new customers x \$300 x 48 months = \$43,200.
- \$43,200 minus the \$300 lead investment = \$42,900 increase per 4 years or \$10,725 increase per year or \$873.75 increase per month in revenue for “Conversion Hero Processing”.



### **Conclusion:**

This case study illustrates “Conversion Hero Processing’s” effectiveness in generating leads at a competitive cost and converting those leads into high-value customers. With impressive open rates and subsequent sales, “Conversion Hero Processing” showcases Conversion Hero potential to revolutionize the lead generation landscape and contribute significantly to business success.