



Conversion Hero Case Study for Reverse Mortgage Leads

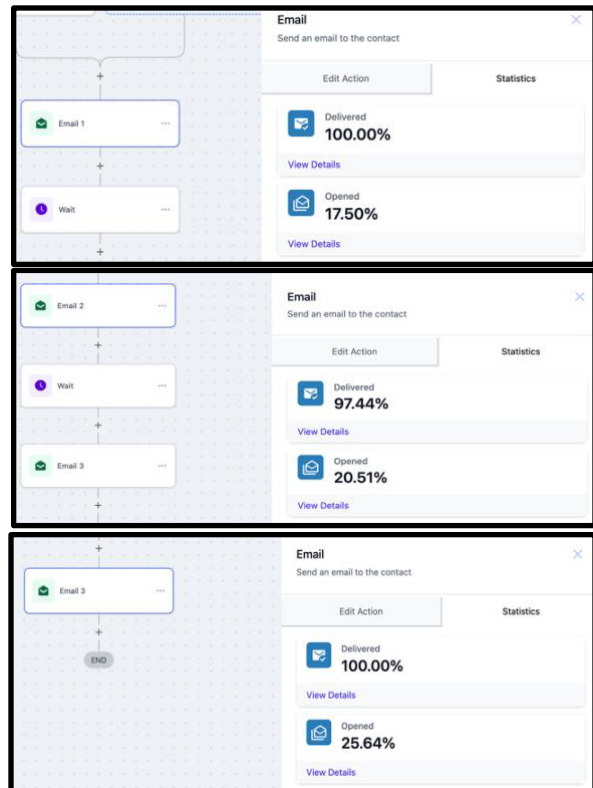
A “Digital Marketing Agency” performed their first test campaign with no prior experience of the AA lead gen software. They searched for leads for a Reverse Mortgage Client of theirs over the course of 4 days. They generated 10 leads per day, so 40 leads total in the test. From there, they ported them into their CRM and started an automated email campaign that was only 3 sequences long just to test the new software out and below were their results:

Important to Note: This “Digital Marketing Agency” has no copywriters on staff and very inexperienced with cold email marketing. They were optimistic and had a some prompt engineering experience using ChatGPT which they used to create the short 3 email sequence they used for this test.

1st EMAIL:
100% Delivery Rate
17.50% Open Rate

2nd EMAIL:
97.44% Delivery Rate
20.51% Open Rate

3rd EMAIL:
100% Delivery Rate
25.64% Open Rate



A 25.64% open rate with cold email marketing is not what an experienced cold email marketer would say is good but for a first timer with cold email, it shows the relevancy of the keyword search intent to the pre-targeted lead that the software generates for you, if keywords are setup properly. This “Digital Marketing Agency” is very excited, to say the least, about their future using the Conversion Hero software allowing them to generate pre-targeted, in-market leads in real-time to their current clients and future clients.