



360 Media Direct
MARKETING RIGHT

CertifKID & bPerx
An Email Promotion Case Study

CASE STUDY DETAILS

GOAL OBJECTIVES

CertifKID – www.certifikid.com – is an e-commerce flash sale platform which promotes deals on products designed for children and families, offering discounted pricing on an assortment of toys, family travel packages, and more.

During their busy 2019 holiday season, the CertifKID team was looking to leverage the bPerx magazine gift offer to engage potential new members and deliver new subscribers to magazine publishers.

CertifKID promoted the bPerx magazine gift offer in the first banner position and subject line of an email campaign sent during the 2019 holiday season.

OUR METHODS

- Subject Line: Claim a Magazine Subscription On Us. No Strings Attached, Really!
- From: CertifKID Family Deals
- Time Of Day: 8:44am EST
- Offer Execution: Promoted via the first banner ad position of a CertifKID email campaign.

EMAIL CREATIVE



[Manage Preferences](#)



NEW YORK, NY · FRIDAY, DECEMBER 20, 2019

HURRY! Take an **EXTRA \$10 OFF** [select gift experiences](#) with promo code **MEMORY10** through Sunday night.*

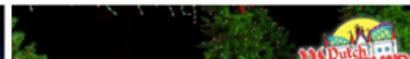
TODAY'S DEALS



Special Gift! Claim a Magazine Subscription



THIS WEEKEND! Tomatoland Interactive Pop-Up Experience



THE RESULTS

EMAIL CAMPAIGN PERFORMANCE METRICS

- ✓ Open rate: 8.09%
- ✓ Click Through Rate: 17.32%
- ✓ Response Rate: >6,700 total magazine redemptions, 1,800 of which occurred in the first 2 hours!
- ✓ **Next Steps:** Given the strong performance of the bPerx magazine offer among CertifiKID email subscribers, CertifiKID will utilize the bPerx offer to incentivize new member sign ups by positioning the offer as a reward upon account creation.

