

EMAIL TARGETING

Saint Thomas More Academy

Our email solutions offer a powerful way to delivery your message to reach a very specific, targeted audience.

RESULTS

- 35,000 Impressions
- 4,154 Email Opens
- 11.87% Open Rate
- 820 Clicks
- 2.34% Click Through Rate

**Industry standard for Click Through Rate is .5% - 1.5%*

Objective

Drive attendance at their Fall 2017 Open House to increase number of applications for incoming students for the 2018 – 2019 school year.



Solutions

DBC Interactive worked in conjunction with Saint Thomas More Academy to send an email announcing the open house event to parents of Middle School and High School Aged children within a commutable distance of the school.

