

CASE STUDIES PERFORMANCE

SCHOLARSHIP POINTS OFFERS

Partner A: Survey Agency

- 16.2M impressions on scholarshippoints.com
- 1.5M unique clicks
- 685K signups for the client's online survey network



Partner B: Market Research Agency

- 8.2M impressions on scholarshippoints.com
- 590K unique clicks
- 152K signups for client's survey panel

Partner C: Scholarship Search Engine

- 2.2M - Impressions on ScholarshipPoints
- 119K - Unique clicks on offer
- 40K - Registrations to client's college and scholarship search service

INTERNAL EMAILS

Partner A: Higher Education Company

- 13,840 emails sent
- 99.6% delivery
- 22.2% OR
- 2% CTR

Partner B: Medical School

- 45,680 emails sent
- 99.6% delivery
- 27.9% OR
- 9.1% CTR

Partner C: Student Loan Refinance

- 477,770 emails sent
- 99.8% delivery
- 21.9% OR
- 5.3% CTR

