



Email Lure

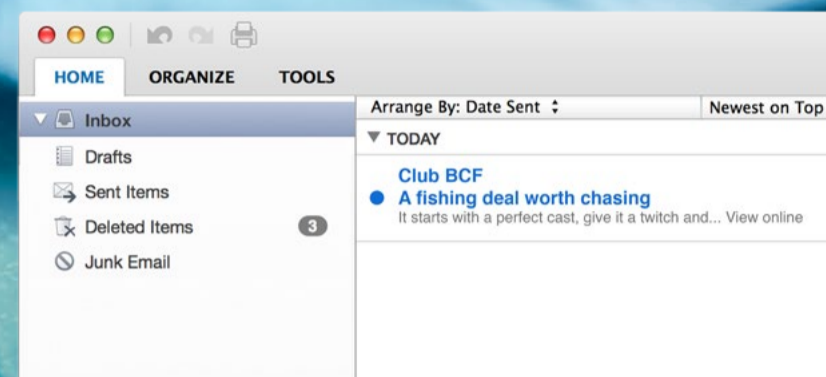
A SALES EDM WITH AN IDEA IN IT

CHALLENGE: BCF (Boating, Camping, Fishing) is an Australian retailer with **42,000 inactive email subscribers**.

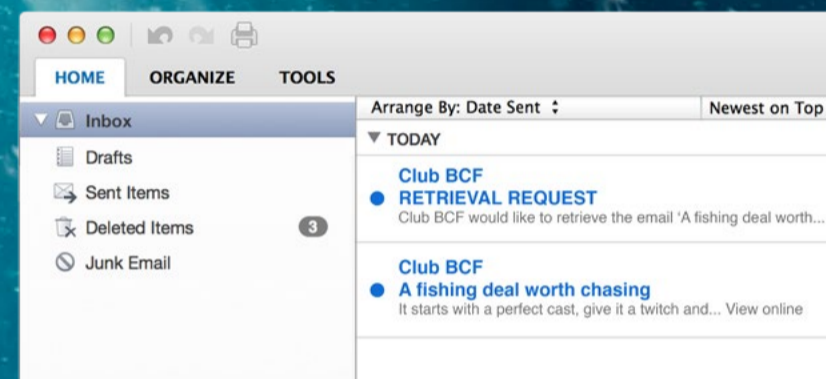
IDEA: When people send an email accidentally, they sometimes try an email recall. But this just generates a retrieval request—which makes you want to look at it even more. Lure fishing works the same way, casting and retrieving, so we **used a fishing technique to give an edm the hook it needed**.

RESULTS: From a group that hadn't opened their last 20 emails: **53% conversion rate**
ROI up 453%
From these bites, **31% opening emails again**

CAST



RETRIEVE



CATCH

