



Kristian F.

High Engagement

How **Kristian and His Team** Achieved **High Open Rates** With **Automated Engine's Targeted Campaigns**

Since joining Automation Engine in 2022, the office has demonstrated remarkable marketing proficiency through targeted campaigns.

Its most notable lead generation and prospect engagement campaigns each reached over 1,600 individuals, boasting open rates exceeding 30% and resulting in two or three appointment requests per campaign.

The standout performance was the office's paid campaign, active since November 2022, which reached 1,481 individuals through a remarkable 55% open rate and generated 37 form fills for appointments.

These successes highlight the office's ability to understand and address audience needs, with effective lead nurturing playing an important role.

By cultivating strong relationships and engaging with potential clients at every touch point, it helps ensure a seamless transition from interest to conversion, reinforcing the office's position as a trusted provider in the industry.

Most Successful Prospect Engagement:

Investment Recovery

Audience **1,604**

Open Rate **34%**

Appt. Requests **3**

Most Successful Lead Generation:

Estate Planning

1,649 Audience

37% Open Rate

2 Appt. Requests

Most Successful Paid:

Media | High Value Offer

Audience **1,481**

Open Rate **55%**

Appt. Requests **37**