



Ryan L.

## Client Growth

How **Ryan's Office** Helped Secure **Five New Clients** With **Automation Engine's Consistent Email Marketing Strategy**

Many firms face a daunting challenge: **finding a reliable email marketing tool that simplifies the process while helping ensure a steady stream of relevant content.**

This issue often leads to inconsistent communication with prospects and clients, leaving potential business opportunities untapped.

Ryan and his team helped tackle this pain point by embracing Automation Engine, becoming one of its most consistent users to keep its audience engaged.

By integrating Automation Engine and maintaining consistency in its marketing, the office transformed its list nurturing efforts.

**The results were notable.**

A February 2024 campaign sent to 1,616 recipients had a 41% open rate and generated 13 appointment requests.

## But the real triumph?

**Securing five new clients in 2024 alone**, just by dripping on its list — proving that this approach not only addressed the initial struggle but also propelled significant business growth.

This formula has set a new standard in client engagement and success.

### Most Successful Prospect Engagement:

2024 Hidden Tax Opportunities

Audience **1,616**

Open Rate **41%**

Appt. Requests **13**

Conversion Rate **13.83%**

### Most Successful Lead Generation:

2021 Riskalyze Campaign

**1,036** Audience

**31%** Open Rate

**3** Appt. Requests

**15.79%** Conversion Rate