

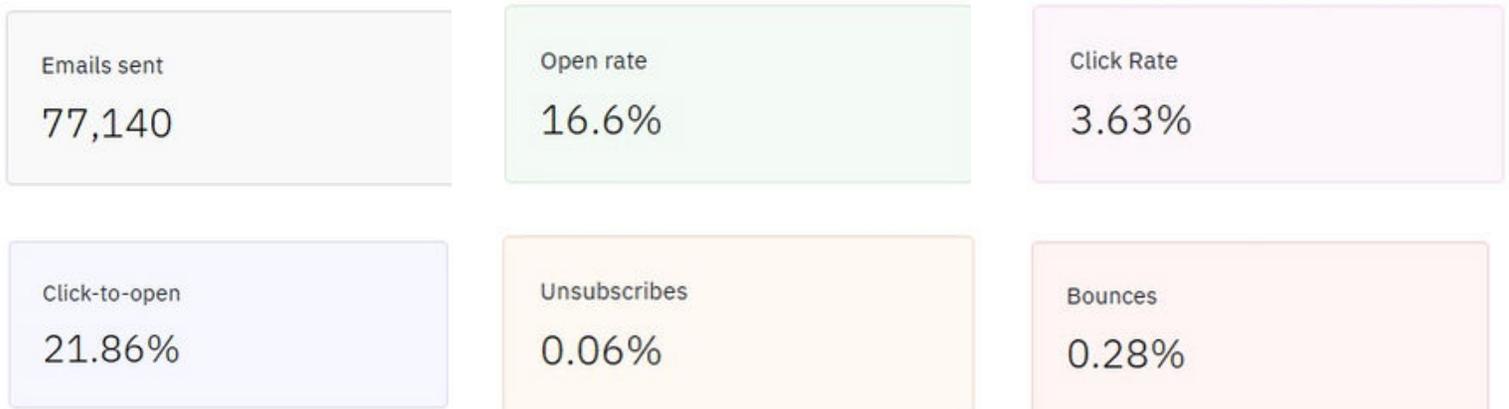
21.86% Click-to-Open Rate for Automotive Fintech Email Campaigns

EXECUTIVE SUMMARY

Ignite Visibility partnered with an automotive fintech company that provides technology connecting dealerships, lenders, and retail systems through a single, integrated platform. The goal of this engagement was to strengthen email engagement by improving content relevance, messaging clarity, and call-to-action effectiveness.

Through a series of targeted campaigns and ongoing optimization, the client saw notable gains in click performance, click-to-open rates, and list health, outperforming B2B industry benchmarks and demonstrating strong message-to-market alignment.

The **Client won on Quality** for most benchmarks:



CAMPAIGN STRATEGY & TACTICS

We focused on driving action, not just opens. Rather than prioritizing surface-level metrics, Ignite Visibility emphasized content clarity, CTA strength, and audience relevance.

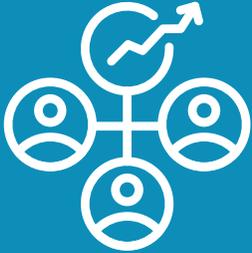
Key strategic initiatives included:

- **Launching targeted email campaigns** to maintain consistent, value-driven touchpoints
- **Refining messaging and positioning** to better communicate the platform's role in enabling seamless, end-to-end connected retailing
- **Improving call-to-action placement and clarity** to encourage deeper engagement
- **Optimizing email layout and structure** to support scannability and usability across devices
- **Ongoing list hygiene efforts** to maintain deliverability and audience quality

This approach ensured that subscribers who opened emails were presented with compelling reasons to engage further.

RESULTS & BUSINESS IMPACT

SUMMARY



Improved **List Health** and **Deliverability**



+3.32% Increase in Click Rate (QoQ)



+20.34% Increase in Click-to-Open Rate (QoQ)

PLATFORMS, TOOLS & TECH STACK

Platforms Used:

- Enterprise email marketing platform
- CRM and marketing automation tools for campaign execution and segmentation
- Analytics and reporting systems to monitor performance and benchmark against industry standards

THIRD-PARTY & SUPPORTING TOOLS

- Deliverability and list-quality monitoring tools
- Performance benchmarking resources for B2B email marketing
- Internal QA and optimization workflows for content, layout, and CTAs

RESULTS & BUSINESS IMPACT

- **3.32% Increase in Click Rate (QoQ)**, driving increased interaction with product content and supporting materials.
- **20.34% Increase in Click-to-Open Rate (QoQ)**, confirming strong message-market fit and effective content presentation.
- **Click-Through Rate of 3.63%**, highlighting the effectiveness of the campaign strategy in motivating meaningful engagement beyond passive consumption.
- **Improved List Health and Deliverability:** A lower bounce rate and reduced unsubscribes indicate a cleaner list, healthier deliverability, and an audience that found the content valuable and aligned with their interests.

FINAL THOUGHTS

This case study reinforces that effective email marketing is about relevance and execution, not just reach. By focusing on clear messaging, strong CTAs, and consistent optimization, Ignite Visibility helped this automotive fintech company exceed industry benchmarks and drive measurable engagement gains.

If your organization is looking to improve email performance, increase engagement, and align messaging with buyer intent, Ignite Visibility can help. Contact us today!