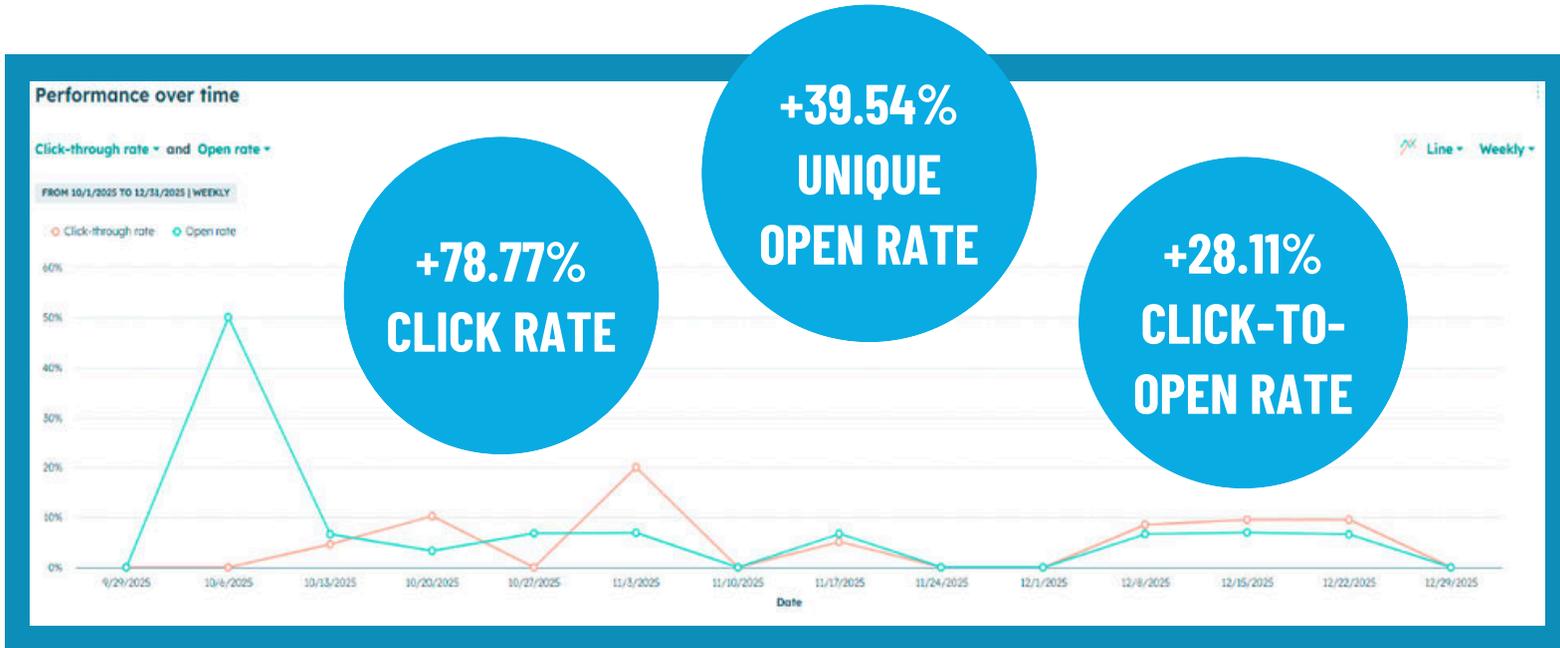


# 78% Increase in Email Click Rates Through Strategic Segmentation for a SaaS Investment Platform

## EXECUTIVE SUMMARY

Our client, a SaaS investment management software provider, was looking to optimize and scale their email marketing strategy with a clear focus on engagement over volume. Rather than increasing sends indiscriminately, our strategy prioritized **advanced segmentation, targeted messaging, and relevance-driven campaigns.**

The result: the client achieved significant gains in opens, clicks, and click-to-open rates, demonstrating that smarter targeting leads to stronger engagement and more meaningful audience interaction.



## CAMPAIGN STRATEGY & TACTICS

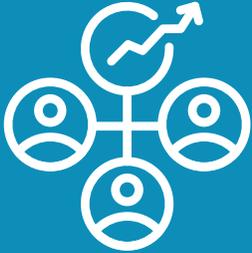
We implemented a segmentation-first email strategy, shifting away from high-volume blasts toward highly targeted campaigns aligned with user intent and professional interests.

Key initiatives included:

- **Audience segmentation by role and interest**, including traders, investment managers, and compliance-focused professionals
- **Re-engagement campaigns** to reconnect with dormant subscribers using refreshed messaging and value-driven content
- **Thought leadership and product-focused campaigns**
- **Timely and contextual sends**, including Q4 and holiday-specific campaigns designed to maintain relevance without over-sending

## RESULTS & BUSINESS IMPACT

SUMMARY



Improved **Deliverability**  
and **List Quality**



**+78.77%** Increase in Click Rate



**+28.11%** Increase in Click-  
to-Open Rate

## PLATFORMS, TOOLS & TECH STACK

### Platforms Used:

- Email marketing platform with advanced segmentation and automation capabilities
- CRM integration to support targeting and performance tracking
- Analytics and reporting tools for monitoring engagement trends and campaign effectiveness

## THIRD-PARTY & SUPPORTING TOOLS

- Data analysis and reporting tools for performance benchmarking
- Deliverability monitoring tools to ensure inbox placement and list health
- Internal QA and testing processes to optimize subject lines, messaging, and CTAs

## RESULTS & BUSINESS IMPACT

- **39.54% Increase in Unique Open Rate**, improving brand visibility and trust among high-value users.
- **78.77% Increase in Click Rate**, driving deeper interaction with product offerings, thought leadership, and key resources.
- **28.11% Increase in Click-to-Open Rate**, confirming that once users opened emails, the messaging and CTAs were compelling enough to prompt action
- **Improved Deliverability and List Quality:** Higher deliverability and reduced hard bounce rates strengthened overall email health, ensuring future campaigns reach engaged, qualified audiences more consistently.

## FINAL THOUGHTS

This case study demonstrates that email success isn't driven by volume, it's driven by relevance. By prioritizing segmentation, personalization, and strategic content alignment, Ignite Visibility helped this SaaS investment platform achieve meaningful engagement gains while laying the foundation for long-term email performance.

If your business is looking to increase engagement, improve deliverability, and turn email into a revenue-driving channel, Ignite Visibility can help.