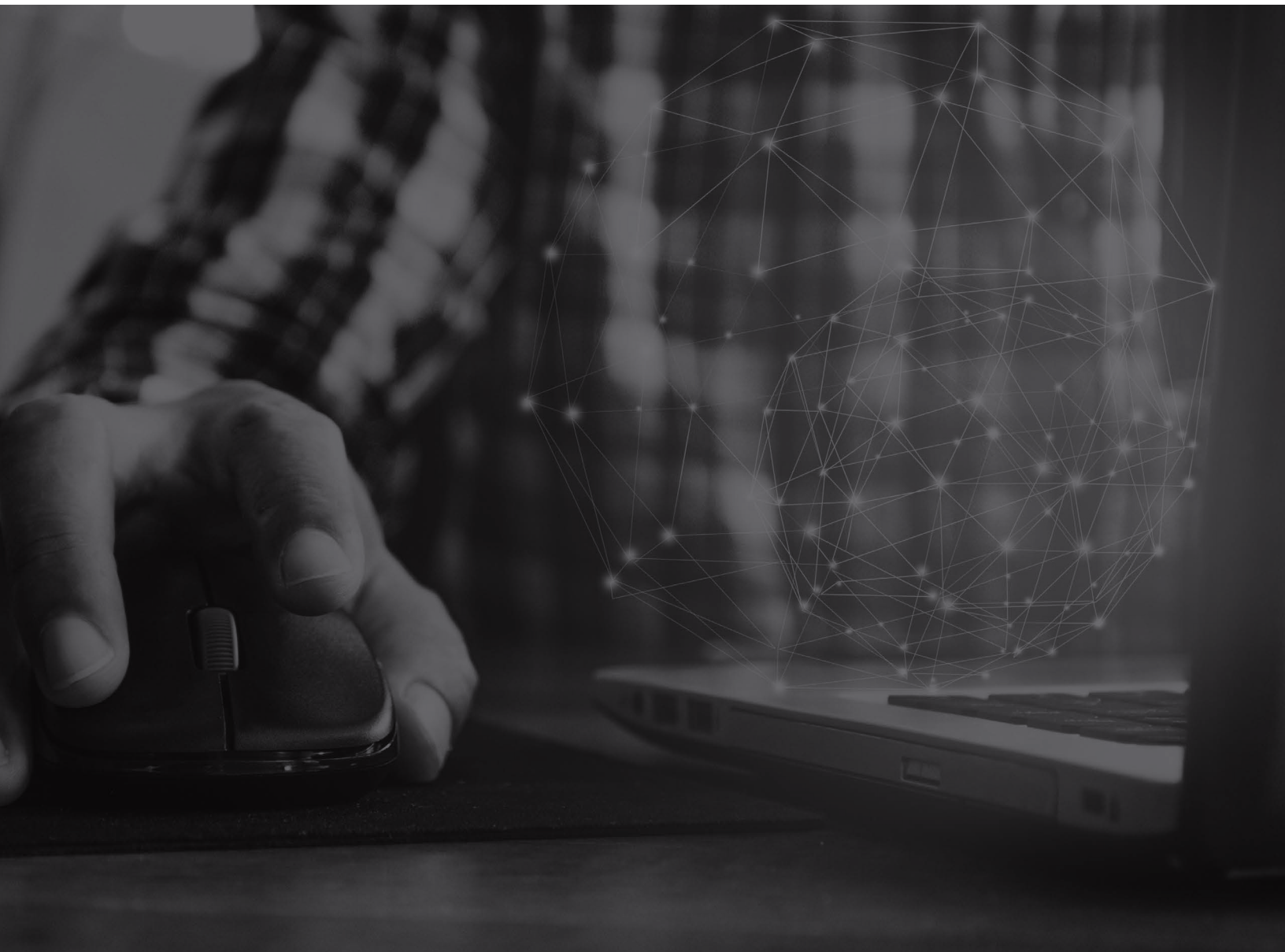


Email Marketing Case Study:

How Wocl Leydon, LLC Increased their Click-Through-Rates (CTR) by 200%



Background

Wocl Leydon, LLC is a personal injury firm located in Stamford, Connecticut. They target areas that include, but aren't limited to:

- **Mass Torts**
 - + Zantac
 - + Linx Medical Implant
 - + Talcum Powder
 - + Roundup
 - + Philips CPAP Recall
- **Car Accidents**
- **Medical Malpractice**
- **Motorcycle Accidents**
- **Nursing Home Abuse / Neglect**
- **Truck Accidents**

They leverage profitable digital strategies like **legal email marketing** to reach their audience directly.



Challenges

- 1. Initially, Wocl Leydon, LLC took care of email campaigns internally, but it wasn't moving the needle — leading to consistently low open rates (OR) and click-through-rates (CTR).
 - a. **Open Rate (OR):** The percentage of subscribers who opened an email campaign.
 - b. **Click-Through Rate (CTR):** The percentage of subscribers who clicked on a link inside the email copy.
- 2. They were using Constant Contact's template library for their email designs — which had limited options for customization and brand identity. So, Wocl Leydon, LLC wanted innovative design ideas to help make their newsletters look more professional.

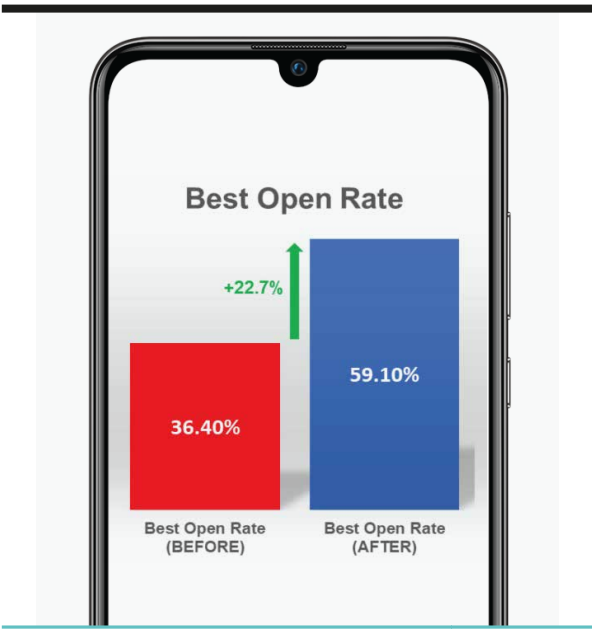


Solution

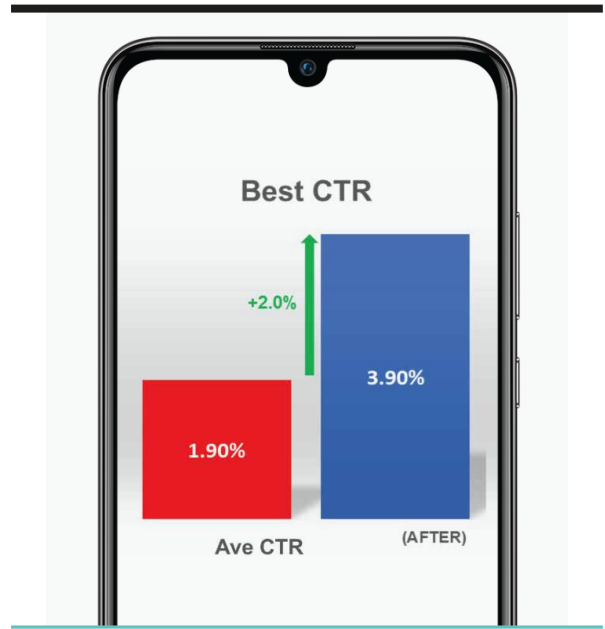
- 1. First, we studied their past email campaigns and existing strategy – to discover what worked best and identify areas that needed improvement (Eg content type, send-times etc).
- 2. As per Wocl Leydon, LLC brand guidelines, we then designed and hand-coded a new email template that was not only optimized for mobile, desktop and webmail viewing – but also followed the best email marketing practices.
- 3. With a new strategy and template in place, we created regular email newsletters.

Results

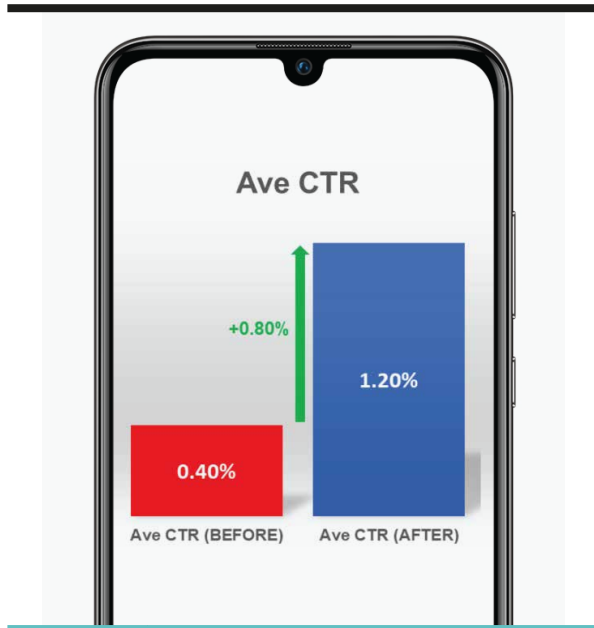
Wocl Leydon, LLC has seen an increase in subscriber engagement. We've more than doubled both their Open Rates (OR) and Click-Through-Rates (CTR).



Best Open Rate (Before and After)



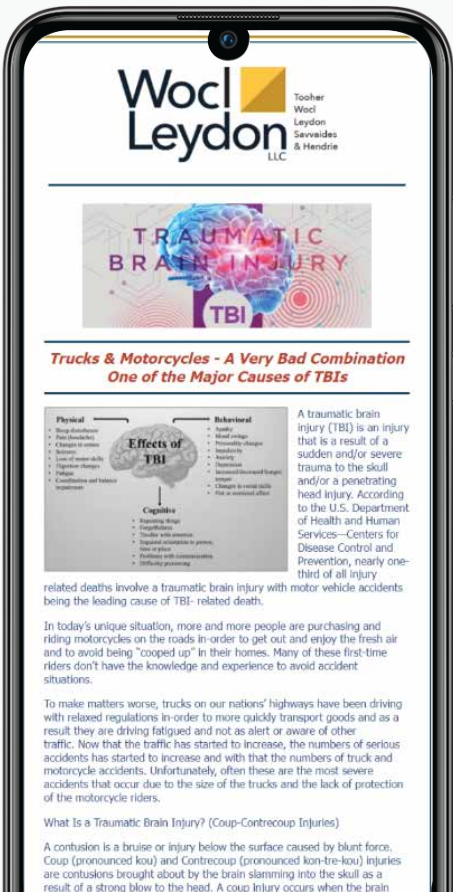
Best Click Through Rate (Before and After)



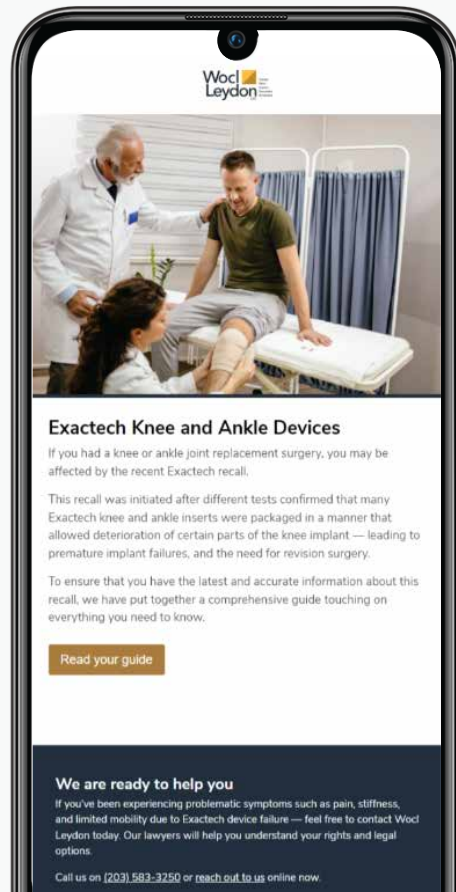
Average Click Through Rate (Before and After)

Results

Wocl Leydon, LLC has seen an increase in subscriber engagement. We've more than doubled both their Open Rates (OR) and Click-Through-Rates (CTR).



Email Template - Before



Email Template - After



Got any other questions?

We're ready to help!

