

Email Targeting

SAINT THOMAS MORE ACADEMY

Our email solutions offer a powerful way to deliver your message to reach a very specific, targeted audience.

OBJECTIVE

Drive attendance at their Fall 2017 Open House to increase number of applications for incoming students for the 2018-2019 school year.

SOLUTION

DBC Interactive worked in conjunction with Saint Thomas More Academy to send an email announcing the open house event to parents of middle and high school aged children within a commutable distance of the school.

RESULTS

- Impressions 35,000
- Email Opens 4,154
- Clicks 820
- Click-Through-Rate.....2.34%



**Industry standard for Click Through Rate is .5%-1.5%*

