

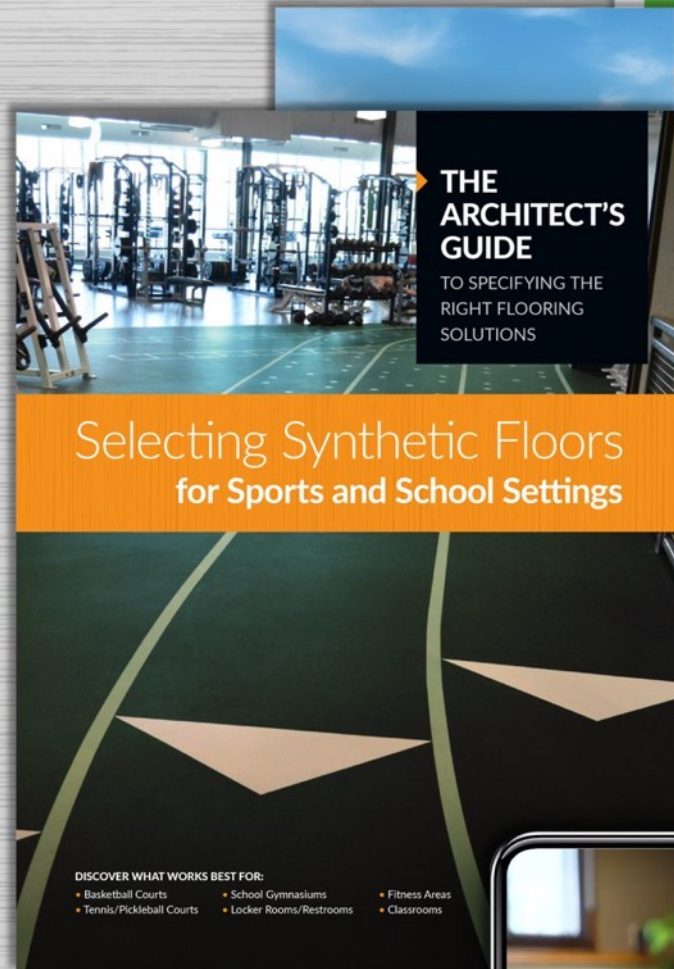
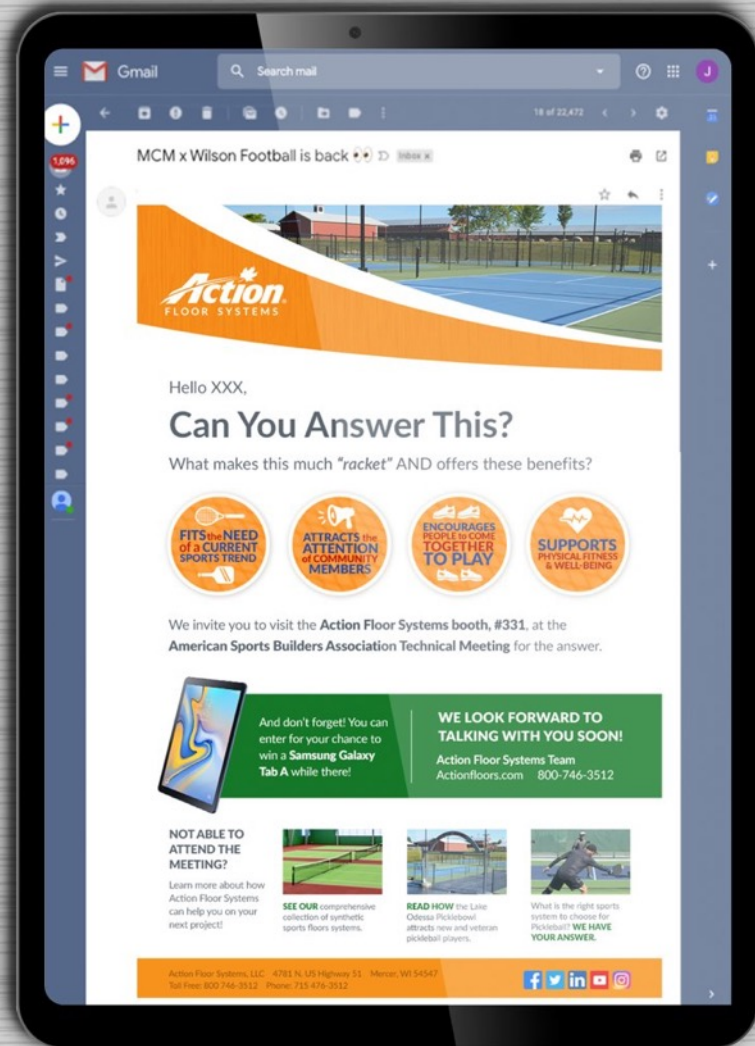


CASE STUDY: BRAND BUILDING

STRENGTHENING BRAND CONNECTIONS

Action Floors partnered with Element to strengthen connections between its diverse audience and extensive product range.





THE SUCCESS

RESULTS

Maintained top-of-mind awareness among current and past customers

- 45% average eNewsletter open rate, above average
- Generated three new sales from eNewsletter distributions

Generated new sales opportunities

- Paused effort due to a lack of capacity to handle install requests

Identified a correlation between customer growth efforts and website visitors

- 63% of identified website visitors were existing or previous customers
- Increased inbound calls

