CASE STUDY
ELEVATED PEAKS

Cold Lead Generation and Outreach

- **Client: Business Brokerage Company**
- **Goal: Scheduling Meetings with Potential Prospects**

Challenges:

- No Existing Email List
- No Sending Domain Reputation
- No Established Strategy
- No Prior Messaging

Results After 90 Days:

- 99% Average Delivery Rate
- 47% Average Open Rate
- 12% Average Click Rate

What We Did:

- Scrubbed and verified over 400 targeted prospects
- Set up domain authentication - SPF, DKIM, DMARC
- Warmed sending domain
- Built 3-step cold email sequence
- A/B tested subject lines, messaging, and CTA's
- Consistent evaluation and optimization

Key Takeaway:

- Qualified and targeted leads with a properly warmed domain, while including personalized and effective copy turn cold outreach into a consistent pipeline.

PREPARED BY: MCKENZIE EVANS, OWNER; ELEVATED PEAKS

CASE STUDY
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Email Becomes Cost Effective Revenue Channel

- **Client: Catering; Food and Beverage Company**
- **Goal: Increase Revenue and Improve ROI**

Challenges:

- Inconsistent Sending
- Ineffective and Poor Email Design
- Low Deliverability
- Poor Open Rate
- Low Click Rate and Conversion

Results After 90 Days:

- 98% Average Delivery Rate
- 42% Average Open Rate
- 3% Average Click Rate
- 12% Average Click Through Rate
- 300% ROI; Conversion Rate

What We Did:

- Properly set up domain authentication improving deliverability
- Created a campaign schedule and calendar for consistency
- Crafted better subject lines for higher open rates
- Implemented better email design with graphics and formatting
  - Used company branding and better imagery
- Prioritized offers, overall messaging, and CTA's
- Consistent evaluation and optimization

Key Takeaway:

- By fixing deliverability and aligning better branding and design, with subject lines, offers, and CTAs making a clear strategy, email performance became measurable, optimized, and revenue-driving.

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