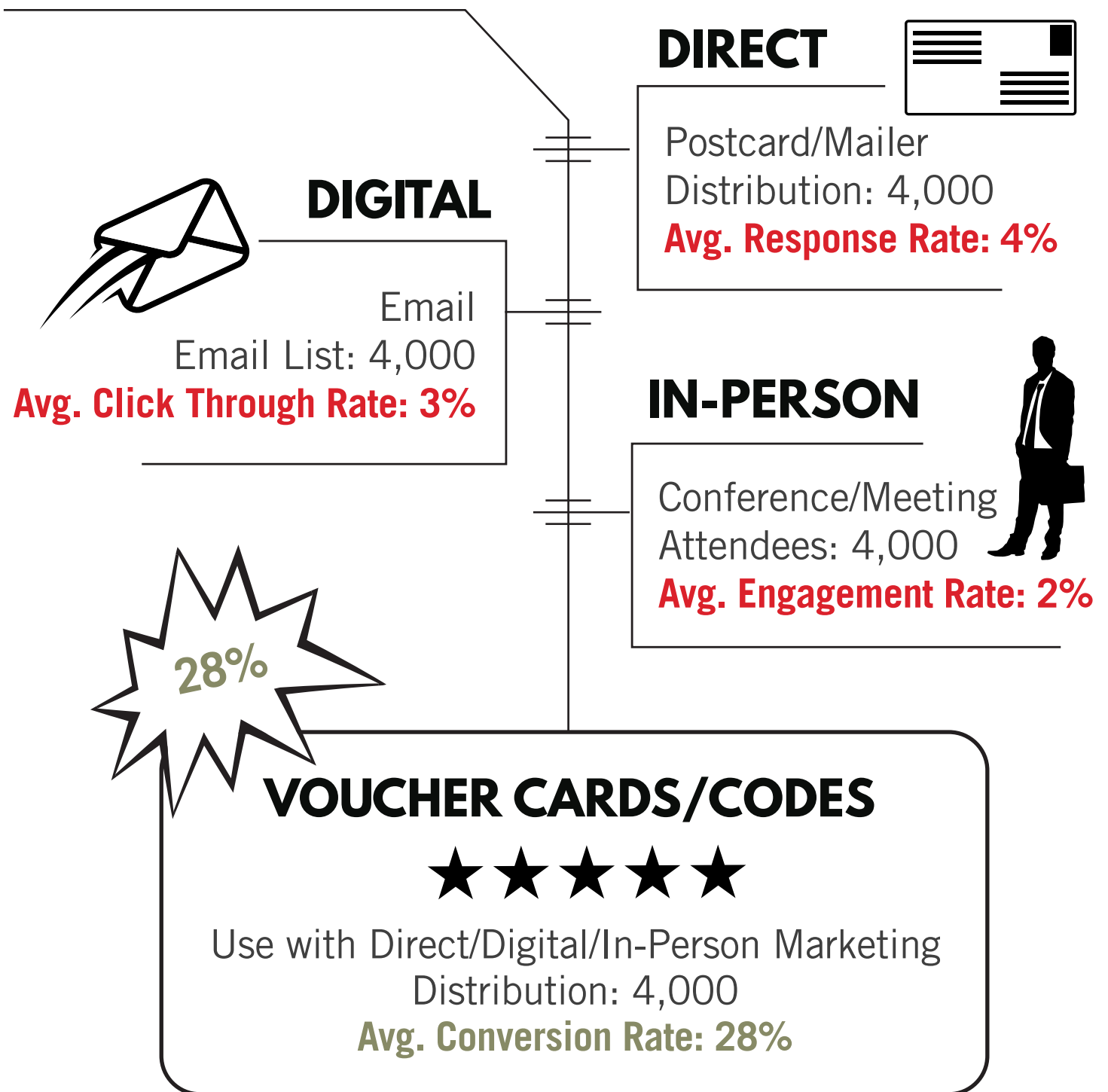


CE VOUCHER CARDS:

How to Increase Marketing Conversions



CASE STUDIES

DIGITAL CODES HELP INCREASE ENGAGEMENT

In 2015, this insurance and asset management business began using digital continuing education voucher codes as part of its email marketing strategy. The goal of the campaign was to increase customer lifetime value, engage clients and prospects and build stronger, lasting relationships with the advisors they work with. As a result of the campaign, the company was able to increase conversions by 20%.

TAKEAWAY “CE FLYERS” PAY OFF

For the past five years, this Fortune 500 Company has used voucher cards as a way to increase meeting turnout by rewarding advisors for attending. Under the strategy, a flyer is handed out at the end of every meeting that includes a code for free continuing education. All code redemptions are then used as leads to follow-up on. At the end of 2017, the conversion rate of this campaign was 40%.

