

# CASE STUDY: EMAIL



## AT A GLANCE

FitPaws creates dog training and rehab equipment for at-home use.

### THE CHALLENGE

FitPaws needed to create marketing materials for their upcoming campaign during National Canine Fitness Month. With only **two weeks to launch**, timelines were tight and the primary focus needed to be on **conversions**

4% CONVERSION RATE

### THE RESULTS

Big Paws created a series of 8, graphic-focused emails designed for **urgency** and conversion, as well as an **abandoned cart email** that would catch any missed sales.

The product **sold out** within 2 weeks of campaign launch.

8% CTR FROM FIRST EMAIL

