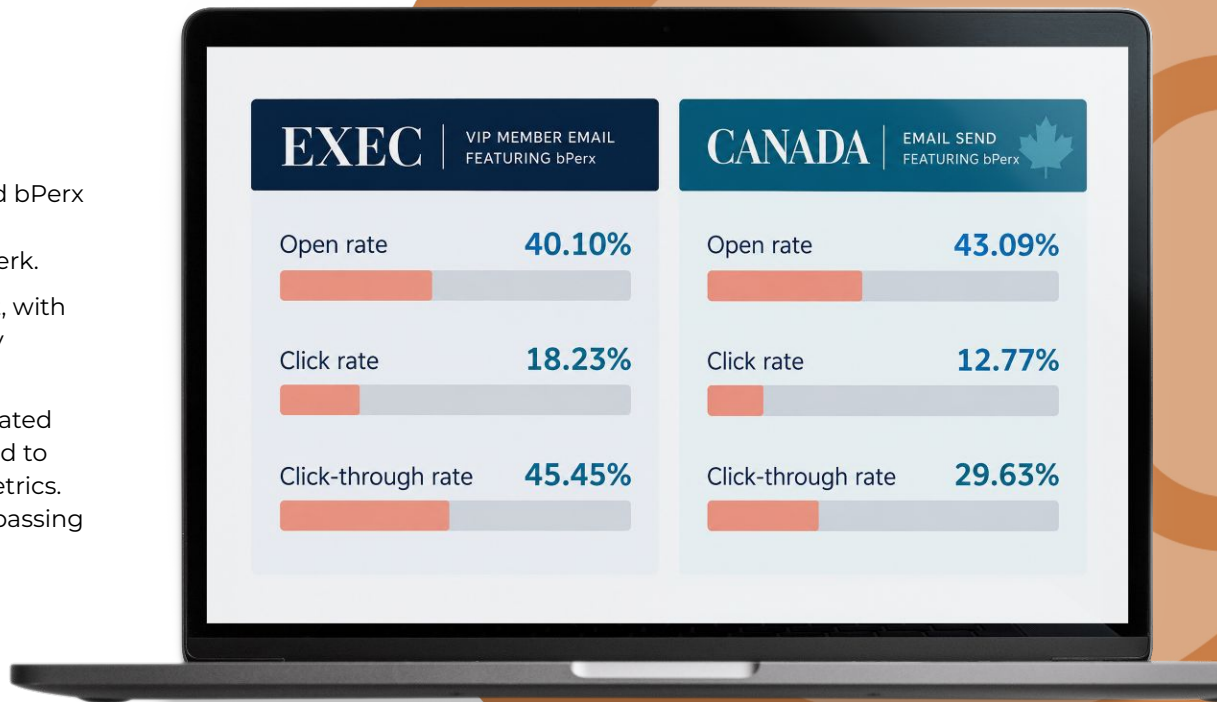




EXEC Case Study

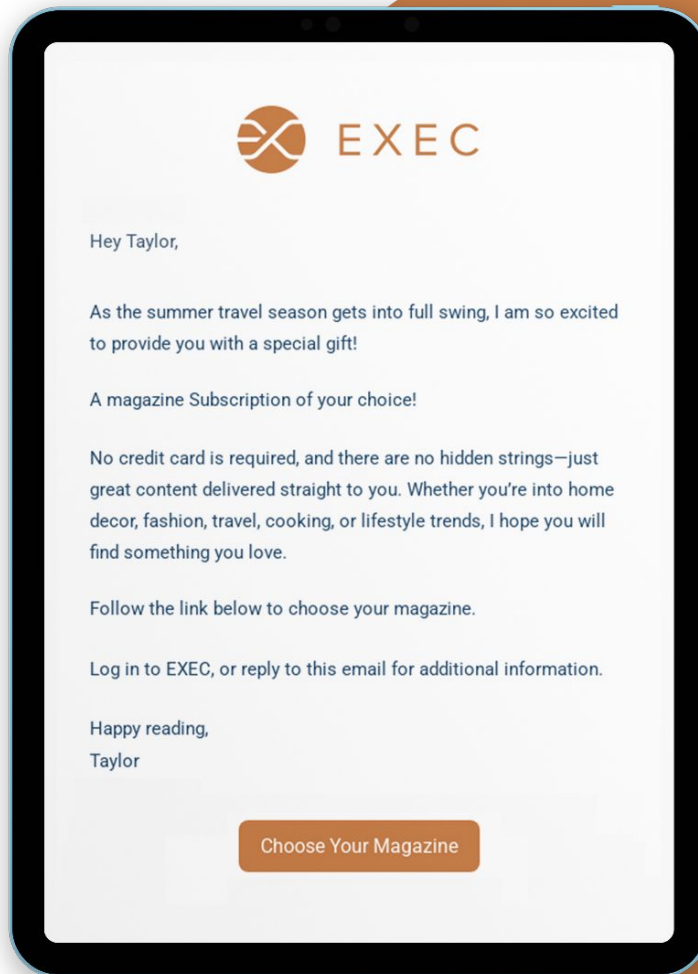
- Benefits program, “EXEC”, sent out dedicated bPerx emails to their VIP members (American and Canadian respectively) as a surprise loyalty perk.
- EXEC saw a significant boost in engagement, with increases of 10%+ across all metrics simply by including bPerx in their email calendar.
- Across both audiences, bPerx not only generated incremental revenue per take, but also helped to boost email engagement across multiple metrics. Most notably, the click-through rates, far surpassing their typical average of 1.6%.





Email Send I

- This is the exact email copy that EXEC sent to their VIP list- an unbelievably low-lift perk delivered directly to their audience.
- Simple text with a unique offering went a long way for their customers by eliminating fluff and providing a gift with measurable value.
- The bPerx program is a unique play that excited their users and broke up inbox monotony.





Email Send II

- EXEC opted to send another email in light of high take-rates.
- Our in-house design team provided basic imagery to accompany the offer for their second email send.
- With our robust catalog, their users continued to claim new subscriptions.
- EXEC is moving forward with a regular email cadence due to sustained campaign success, and limitless opportunities to reposition bPerx; either as a standalone offer, or as a hook to encourage an action.

